

AMERICAN NURSERMAN

July 1, 1956

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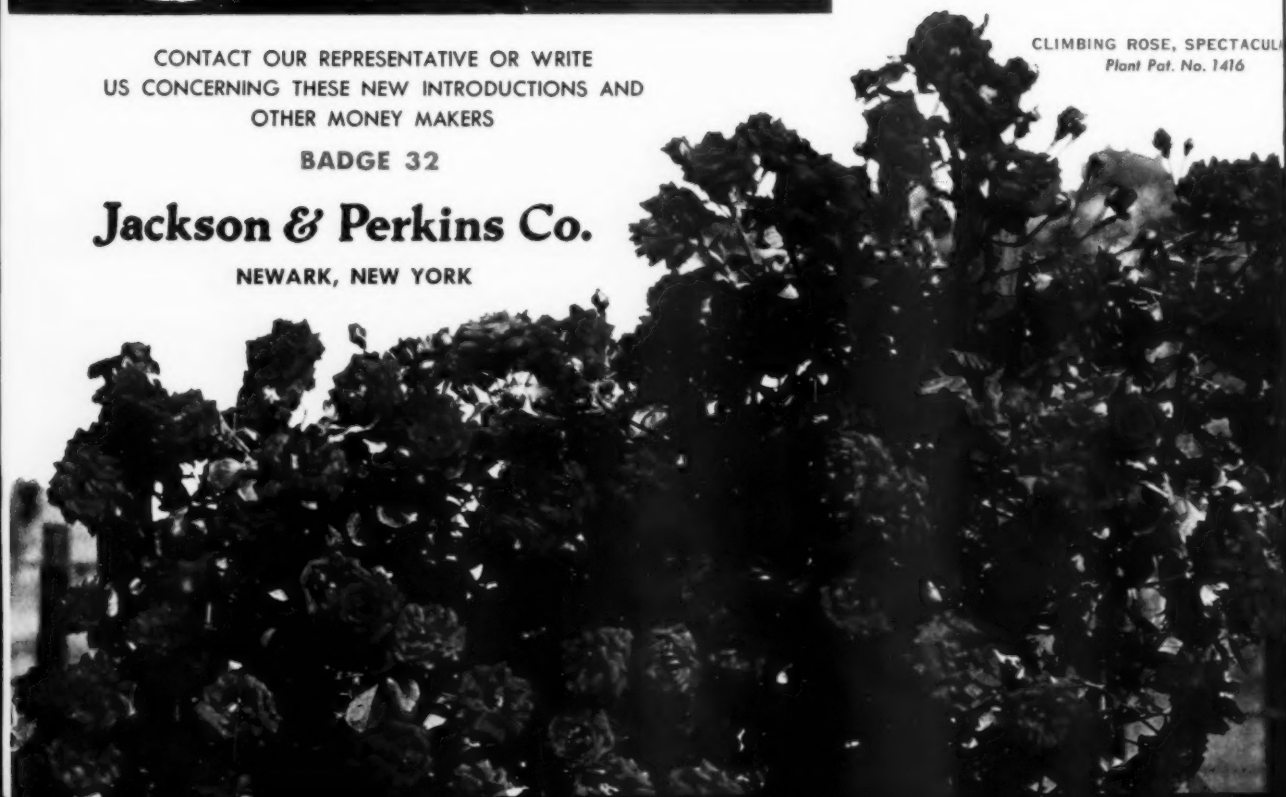
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62

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CIV, No. 1

JULY 1, 1956

Founded 1904
With which was merged 1939
THE NATIONAL NURSERYMAN
Established 1893



Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois.
Telephone: WAbash 2-9011



Subscription Price:
\$4.00 per year; outside
United States, \$5.00;
Single Copies, 20c.



Advertising Rates
On Application.
For Closing Dates
See Next Page.

Entered as second-class matter
December 14, 1933, at Chicago,
Ill., under act of March 3, 1879.

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Forms for the August 1 Convention Report issue will close Friday, July 13.

Forms for the August 15 issue will close Friday, July 27.

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AMERICAN NURSERYMAN

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Editorial

CONVENTION PROGRAM

The program for this year's convention of the American Association of Nurserymen, which appears on another page, provides for the official reports, business sessions, guest speakers and social events that are the usual features of the annual meeting of this national body.

The instructive portion of the program as to nursery operations is to be in the hands of nurserymen themselves. These are the panel discussions, which have increased in popularity and value in the few years since they were introduced. This year they are divided according to type of business—landscape, mail-order, garden center or salesyard and wholesale. The moderators are top-notch in their respective fields, and the discussion leaders on various topics are equally able. The full participation by members will make these panels outstanding.

The emphasis is not on production but rather on the various elements of distribution which will advance the industry in its contact with the public. This is today the most important phase of the business, not only from the viewpoint of improving our service, but more especially to keep pace with the merchandising procedures in competitive industries.

Gardening has won the attention of a far larger segment of the public than enjoyed it before. To stimulate that interest means an expanding future for the industry almost incalculable, while neglect or inferior service will chill the public's enthusiasm and retard our progress.

Exchange of the latest and most successful ideas in the distribution of nursery stock in such discussions as the panels at Los Angeles will be of prime value in public relations in their broadest sense.

ANSWERING INQUIRIES

Few firms, in this industry or any other, answer inquiries with the care and attention that they deserve. Large corporations are likely to do

better in this respect than individually owned businesses because the former can employ a specialist for this purpose, somebody who can devote himself to turning queries in to sales.

There is no infallible way to distinguish between real customer prospects and curiosity seekers. Where it can be determined that the inquiry comes from one or the other, the reply can be made to fit. But if there is any doubt, the response should be full and sincere.

Form letters or circulars should be used with discretion. Routine handling of inquiries by the "office dog" is certain to waste some valuable leads and drive some prospective customers away.

A business inquiry is an invitation and sometimes a challenge. If it is handled optimistically, it is most likely to produce a sale or create a customer.

SPRING BUSINESS

Over a large part of the country heavy rains delayed and interrupted spring digging in nurseries and planting on customers' grounds. The continuation of unseasonably cool weather even into June, however, prolonged the planting season and enabled harassed landscape nurserymen to catch up on their orders to some extent. The persistence of gardeners and much overtime by nurserymen's employees at length brought the volume of business done up to proportions equal to last year's. In favorable localities there was a good gain over the preceding spring.

The continued high rate of home building maintains a considerable backlog of orders for landscape nurserymen, and they have learned ways of handling at least part of them well into, if not during all, the summer months. And autumn will see more newly completed homes to be planted. Business is all that can be handled by that branch of the industry.

The strong interest of the gardening public and the long continuation of cool weather suitable for planting has enabled garden centers and salesyards fully to make up for the lack of business at the outset of the season. The increase in the number of such outlets, as well as their improved methods of handling merchandise and serving customers, undoubtedly greatly enlarged the volume handled through this channel.

Weather that kept gardeners in-

doors caused them to give more attention to mail-order catalogs, and that branch of the industry consequently showed a gain in spring sales. The cool weather that prolonged the shipping season also added to their total volume.

Wholesalers had all they could do to meet the demands upon them, with the labor available and the handicaps of the weather. They met the occasion better than in other difficult seasons. The use of container-grown stock was given an impetus by the strong demand experienced, and further progress in producing such stock is certain to result in the future.

Profits from spring business are another story. Where the weather was not too bad, where labor conditions were easy and where volume increased, maybe the result was satisfactory. But the number of comments on rising costs and the lag in price increases augurs a firmer level of quotations in the season ahead. With a public whose gardening wants are far from satisfied and continued strong demand, adjustments in prices would seem not only feasible, but certain.

MORE CUSTOMERS

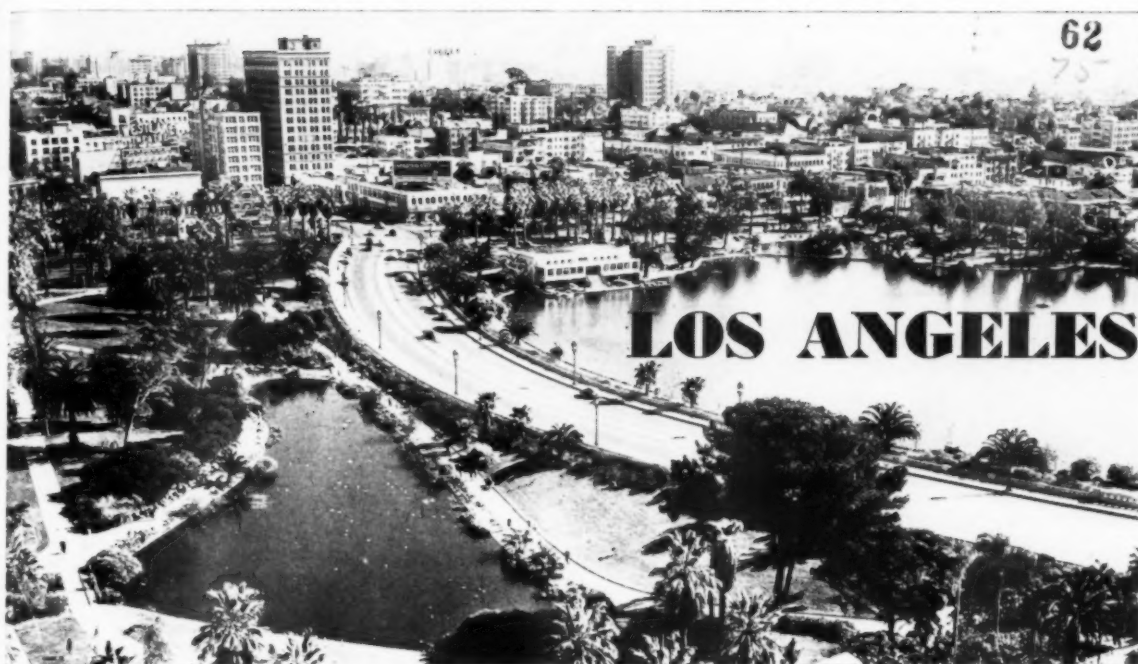
How large a share the current increase in population has had in the building boom which has created much business for nurserymen is revealed in census figures recently released by the government.

Since 1950 the population of the United States, estimated to be this year 167,440,000, has gained 16,000,000, or 10.8 per cent.

The prime reason for this gain is the birth of 23,500,000 babies in the six years from April 1, 1950, to April 1, 1956. By contrast it may be noted that this is almost as many as were born in the entire 10 years of the depression 1930's.

This soaring birth rate not only has imposed a current demand for housing to shelter the more numerous and larger families, but also increases the prospect for customers for years hence.

The nursery business cannot return to the old prewar days. The reported and expected further increase in this country's population spells continued expansion in this line of business as in others. Nothing will take the place of green and growing things to adorn the dooryard and garden.



Host City for 81st A. A. N. Convention

Los Angeles, host city to the 81st annual convention of the American Association of Nurserymen, spreads out over more than 453 square miles, the largest municipal area in the United States. A narrow arm of the city reaches out to encompass the harbor area of San Pedro and Wilmington; the city stretches past the Santa Monica to the San Gabriel mountains and contains most of the 212 square miles of the San Fernando valley. Within the sprawling incorporated area of Los Angeles, surrounded by it, are other, independent municipalities. On all sides is a fringe of cities, towns, villages, subdivisions and communities so numerous that it is difficult to know where one place ends and another begins.

Most of the city is level, sloping gently from the hills to the ocean shore, but to the north it drops into canyons or climbs the foothills. From an altitude of about 300 feet in central Los Angeles, the highland sections rise to as high as 1,500 feet above sea level. With a population at a special census count in 1953 of more than 2,000,000, Los Angeles in 1956 unofficially replaced Philadelphia as third city of the United States.

Endowed with a climate that permits year-round use of its many recreational and cultural facilities and blessed with the natural advan-

tages of proximity to ocean, desert and mountains, Los Angeles attracts an annual stream of tourists that far outnumbers the local population. Because of the many attractions of the whole area and the excellent accommodations available, Los Angeles has become a popular convention city. Visitors to the city in July should meet with warm, sunny weather, with daytime temperatures in the 70's and 80's and cool nights.

Recent Industrial Growth

Probably best known as the home of Hollywood and the motion-picture industry, Los Angeles is also the center of an expanding industrial area which ranks third nationally in number of manufacturing establishments and leads the country in the production of aircraft and aircraft parts, pumps and compressors, refrigeration equipment and canned sea food. Among other important manufactures are women's clothing, oil field machinery and tools, automobile tires and tubes, storage batteries, heating and plumbing equipment, pressed and blown glass, jewelry and silverware, millwork and concrete and plaster products. An important oil-producing and refining center, the city also claims that it produces the most steel west of Chicago, that it is second to Detroit in automobile assembly and to Akron in the produc-

tion of rubber goods. The port of Los Angeles is the greatest, in terms of tonnage, on the west coast, and the Los Angeles-Long Beach harbor is home port for a fishing fleet numbering more than 2,000 boats.

But the city's great industrial expansion is a phenomenon of recent years and has been most impressive since 1940. Modern development dates from about 1880, a century after its founding. For decades, Los Angeles was an isolated outpost of Spanish colonization whose inhabitants tended livestock and grew grain crops in a communal life dominated by the activities at nearby Mission San Gabriel. During California's Mexican period it continued a quiet, sleepy village surrounded by the great cattle ranches which grew up on the Spanish land grants, and in the American era it remained a small frontier town of unpaved streets and no means of communication other than stagecoach and pony express until the first major railroad reached it in 1876.

A Little Spanish Town

Spanish settlement of California began in 1769, with the founding of San Diego mission by Franciscan missionaries. The future site of Los Angeles, an Indian village called Yang na on the banks of the river the Spanish named Rio de Porciun-



Olvera Street, a Bit of Old Mexico, with Curio Shops and Cafes, at Los Angeles

cula, was noted that same year, when Gaspar de Portola and his exploring party camped there on their way north from San Diego to Monterey. San Gabriel mission was founded in 1771, and 10 years later, by order of California's third governor, Felipe de Neve, on September, 1781, El Pueblo de Nuestra Senora la Reina de Los Angeles de Porciuncula was officially founded.

The first settlers recruited from Mexico for the new town were 11 families, numbering 44 persons. Each settler was granted a tract of land for cultivation and a house lot facing the town plaza, the large square that for a century remained the center of the city's life. By 1800 Los Angeles possessed 30 adobe houses, with about 300 inhabitants.

The shift from Spanish to Mexican government in 1822 made little change in Los Angeles. In the 1830's Americans — traders, miners, adventurers and others — began coming to the town. In 1846, at the outbreak of the Mexican War, Los Angeles had about 3,000 population. The city came under American control in 1847, following the defeat of California forces under Flores by Commodore Stockton's Americans at the battle of La Mesa. Markers locate the battle site, at the entrance to the Union Stockyards at Downey road and Vernon avenue, in the modern city.

Frontier to Boom Town

Los Angeles passed through a period of several decades as a rough, wild frontier town, with a reputation for violence that won it the nickname of "Los Diablos." The city acquired a telegraph line in 1860, and in 1876 the Southern Pacific railroad arrived there, followed in

1886 by the Santa Fe. Encouraged by the cheap fares brought about by rate-cutting rivalry between the two railroads settlers, especially from the middle west, poured in and began the first of the city's real-estate booms. A population of only 5,000 in 1870 had expanded to 11,183 in 1880. By 1890, 50,000 lived there, and the number doubled by 1900.

For the next three decades, population continued to increase at that rate, practically doubling itself every 10 years. Los Angeles has received successive immigration far outstripping natural growth from parts of the country less favored by climate. During the 1920's and less overwhelmingly in the 1930's, it was the promised land of comfortable retirement to innumerable middle westerners. Agricultural pursuits, dairy, truck and fruit farming, attracted many, and later, the great growth

of diversified industry brought others.

The years at the turn of the century brought the beginning of industrial development. The first oil well to produce in quantity was drilled in 1892, in the city proper. Today there are 39 oil fields in the county, including the great Wilmington field, second largest in the United States. In 1899, a Congressional appropriation allowed work to begin on a deep-water harbor at San Pedro. The harbor area, incorporating the cities of Wilmington and San Pedro, was consolidated with Los Angeles in 1910, including a narrow strip of land called the "shoestring."

Water Problem

From its beginnings, Los Angeles struggled with the problem of an adequate water supply. The gigantic Owens River aqueduct, diverting the entire river flow from the High Sierra 238 miles distant, was begun in 1908 and completed to the San Fernando valley in 1913. The city then moved out over the valley to meet the water supply. Since completion of Parker dam in Arizona, Los Angeles also obtains about 5 per cent of its water from the Colorado river.

The motion-picture industry had its start in 1910, when the Nestor Film Co. came to Hollywood. Other motion-picture companies followed suit, and the industry today employs more than 30,000 persons, producing 88 per cent of the nation's motion pictures. Although the visitor thinks primarily of Hollywood in connection with motion pictures, the film studios today are scattered about the metropolitan area. Many of the leading radio programs and a considerable

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Courtyard of the San Fernando Mission, Founded in 1797, Near Los Angeles



Early History Shows Growth Of California Nursery Industry

By Elmer J. Merz,

Secretary, C. A. N.

The leading authority on the history of the nursery business in California was Professor Wickson, who was dean of the college of agriculture of the University of California in 1905. He prepared a series of historical papers dealing with the development of the nursery industry in California which he presented at various conventions, and from these papers something about the early days of the trade in the state can be learned.

Before the actual beginning of the nursery industry, as far back as 1769, the Spanish missionaries introduced from Mexico, and possibly direct from Spain also, all the commoner deciduous and evergreen fruiting plants. William Wolfskill planted citrus trees in orchards in Los Angeles as early as 1838, and during the years immediately after that date various other fruits were planted in the central part of the state by Dr. Marsh, John Wolfskill, George C. Yount and others.

A. P. Smith, of Sacramento, started what was undoubtedly the first commercial nursery in California in the 1850's, and by 1857 he had 12,000 rose plants in 200 varieties, as well as camellias and some 2,000 other plants in 200 varieties. The nursery was started on land on the American river purchased from Capt. John Sutter.

Early Nurseries

Professor Wickson refers to the early nursery industry in California as covering four decades. In the first decade, the 1850's, as early as 1856 there were nurseries of considerable size at San Francisco, owned by H. A. Sontag & Co., James O'Donnell, W. C. Walker and R. W. Washburn. They are rated in area, equip-

ment and plant collections equal, if not superior, to many similar establishments in the eastern states or in Europe at that time. In other areas, James Hutchison and George Lee, located in Oakland, and Wilson Flint, in Alameda, were growing approximately 300,000 fruit trees.

Many other similar nursery operations were located at Alameda, San Lorenzo and Mission San Jose in the bay area, and in the San Jose district Captain Aram, Sanderson, Lowe, Daniels, Pellier, Case and O'Donnell had nurseries of various sizes.

In the Sacramento area the A. P. Smith nursery has been generally considered to be the first commercial nursery in California, and near Marysville, the New England Nurseries grew fruits and ornamentals. Near Napa, W. N. Thompson grew grapevines and fruit trees.

In the Los Angeles area, W. M. Wolfskill specialized in ornamental and lemon trees, as did Dr. S. W. Halse. Other nurserymen in that area at the time were H. C. Cardwell, William Stockton and W. B. Osborne.

In the second and third decades, as reported by the historians, many pioneers were still operating, and added to this list were the following newcomers: William Sexton, Petaluma; John Rock, John Hannay and Sylvester Newhall, at San Jose; Robert Williamson, Sacramento; Felix Gillet, Nevada City; James Sexton, Santa Barbara; Miller & Sievers, San Francisco, and Thomas A. Carey, Los Angeles.

In the third decade, the 1870's, Germain's, Milton Thomas and Louis Stengel started business at Los Angeles, P. S. Russell at Riverside, James Waters at Watsonville, C. M.

Silva & Sons in Newcastle and Leonard Coates at Napa and Morganhill.

There were probably others in this period, but records of them are not available.

Pioneers and Newcomers

The fourth decade, as listed by historians, covers the period from 1880 to 1890. Many of the early nurserymen were still operating. Two new areas where nurseries began to spring up were Anaheim and Santa Ana. Asher & Swayne opened a nursery at San Diego, and at Riverside, Twogood and Cutter, P. S. Russell, Frost & Burgess, J. H. Fountain and T. W. Cover were listed as operating new nurseries. At San Bernardino, Dave Turner and Thomas Brown were new arrivals, and at Ontario, J. S. Armstrong started nursery operations. R. M. Teague opened at San Dimas and James Sexton at Santa Barbara. In the San Jose area, the established firms such as John Rock, John Hannay and others were expanding, and at Watsonville, James Waters opened his nursery. In the Oakland area, in addition to the pioneer firms, Duane of Martinez, W. P. Hammon at Oakland, and A. Lusk & Co. were added to the list, while at Santa Rosa, Luther Burbank started his operation.

Throughout the inland valley areas the expansion continued into Placer and Nevada counties, as well as Sacramento county. During this period the emphasis was on the growing of fruit trees and grapevines to take care of the constantly growing demands for this class of stock.

At this time, too, there was considerable activity in the Fresno area. Nurseries developing in that area

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A Look at the

Southern California Nursery Industry

By Ed. McNeill

In no other area in the United States do nurserymen face such opportunity for growth and prosperity for at least the next 10 years as do those growing and selling plant materials in southern California, according to market forecasts.

Guests at the A. A. N. convention in Los Angeles, the center and focal point of the southland area, can see evidences everywhere of the tremendous real-estate developments that offer selling opportunities seldom surpassed in American history.

Generally speaking, the southern California area comprises eight counties and part of one other. South of the Tehachapi mountains are Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Bernardino, Imperial and San Diego counties and the lower regions of Kern county. At the present time, the bulk of the growth is occurring in the Los Angeles and Orange county districts, with parts of the others affected according to their proximity to the Los Angeles metropolitan area.

Should the tremendous population influx continue, it is conceivable that in the not too distant future the other six southern California principalities

will face the same golden opportunities for increased business.

Building Boom

The scope of the nurseryman's opportunity is best understood by a study of market figures given by Fred Selzer, market research director of the Times-Mirror Co., Los Angeles, at a recent meeting of the Los Angeles chapter of the California Association of Nurserymen. He stated that in 1945 there were 1,168,000 private dwellings in Los Angeles and Orange counties; in 1956 the number had increased to 1,968,612, and the prediction for 1965 stands now at 2,500,000. Retail sales of all commodities in Los Angeles county alone represented 25 per cent of the total retail sales in the 11 western states, he said. In one disturbing observation, pointing to a lack of promotion, Mr. Selzer indicated that the share to nurserymen of this fabulous sales pie was one-half of 1 per cent of the total, a slight decline from the previous year.

Now, what manner of man is the southern California nurseryman, and how does he operate his business in this golden land? Statistically speaking approximately half of the 6,600 licenses to sell nursery products issued in the state of California are held by firms south of the Tehachapis, with one third of the state total in Los Angeles county.

As is more or less true throughout the industry, nursery operations in this area include wholesale growing, retailing and landscaping, with considerable overlapping of the several operations. The recent trend is to-

ward specialization in one field or the other but with landscaping almost universally allied with retail operations.

Examining the wholesale or growing segment of the southern California nursery industry, one finds that nearly every type of plant material is grown commercially to some extent. Because of the mild year-around climate, general ornamental stock can, with a few exceptions, be successfully grown outdoors 12 months of the year. Such frost-tender items as hibiscus, bougainvilleas and other so-called tropicals are more generally grown in the western and southwestern portions of Los Angeles county and in Orange and San Diego counties, yet some progressive growers have complete success far inland with tender materials by utilizing the higher ground levels in their regular growing yards. There has been a market trend in recent years by local ornamental nurseries toward market expansion into the northwest, the southwest and to some extent the middle western states, particularly in the shipment of outdoor container-grown stock. Leaders in this movement have been the Monrovia Nursery Co., recently moved from its original Monrovia location a few miles east to Azusa; L. B. Merrick Nurseries, Pico; Select Nurseries, Whittier, and Deigaard Nurseries, Monrovia.

Rose Growing

Roses have long been a staple crop of southern California growing specialists, and every indication points

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New store of Rosedale's Nurseries, opened this spring at La Habra, Calif., an area southeast of Los Angeles, where the population growth has been phenomenal.



On "Rivers of the World," in Disneyland's "Adventureland," passenger boats glide by realistic scenes such as this tropical jungle area, heavily planted with the vegetation characteristic of the original location.

Disneyland Huge Landscaping Project

Among the entertainment plans for the entire group of nurserymen attending the convention of the American Association of Nurserymen at Los Angeles is a trip to Disneyland. This widely publicized amusement park at Anaheim, Calif., 30 miles from Los Angeles, was created in the imagination of Walt Disney and realized in 1955 under his direction by a host of workers. Not the least of these were the landscape men whose plantings transformed a flat, sandy acreage, once an orange grove, into a wonderland of garden, forest, lawn and jungle, with an integrated plan.

Nurserymen, as well as landscape architects, will be interested to observe there how plant materials can become transforming elements, keynote factors in a scene, contributing distinctively to varied atmospheres—quiet or exciting, exotic or familiar. Materials that can perform so effectively as they do at Disneyland may gain enhanced value both in the eyes of those who distribute them and the public.

Challenging Problems

Challenging problems that have been met in the landscape efforts at Disneyland are the creation of a tropical jungle, a variety of desert vistas, a land of phantasy, a land of an imagined tomorrow and a traditional Main street. The details of

these special landscapes were complicated by Walt Disney's admonitions that the park had to look as if its plantings had been growing there for years and that it must always be springtime in Disneyland. To Evans & Reeves, Los Angeles landscape specialists, fell the task of preparing planting plans and irrigation system and supervising the work. Jack Evans acted as supervising landscape architect. The landscape men had a budget of more than \$500,000 and about a year's time. Site plans were prepared by W. E. D. Enterprises, Inc., and the landscape men worked in conjunction with art directors and artists of the Disney Studios.

Selecting the Site

Stanford Research Institute had selected 40 possible sites for Disneyland. The 160-acre orange grove near Anaheim was chosen by Walt Disney on the basis of many tests. The first task following surveying was to tag several hundred orange, avocado, walnut and eucalyptus trees for use in the park; about 14,000 other trees on the site were uprooted and removed. Then, while heavy soil-moving equipment dug river and lake beds, piled up hills, mountains and islands, leveled about 100 acres to be used for parking space and built a high berm to surround the 60 acres reserved for the playground area,

Jack Evans and his assistants began the search for the 1,200 fully grown trees that appear in Disneyland; 700 of these were moved into the park. More than 9,000 shrubs, including rare tropical species, and thousands of seedlings and cuttings were needed, too.

Plantings to Scale

Plantings had to create an illusion of spaciousness and to lend an effect of greater size to the 1/4 scale buildings and distance to other scaled-down features of the park. To keep springtime in Disneyland the year around, 90 per cent of the plants used are evergreen types.

Finding suitable mature specimen trees was the most difficult problem. Jack Evans and his collaborators, his brother Morgan (Bill) Evans, Ray Miller, Ruth Patricia Shellhorn and Eric Armstrong, selected all the trees. More than 50 tree nurseries in the area were visited, and trees at private homes, estates and on parkways were located by scouting landscape men. Suitable specimens were photographed, and a pictorial selection was made before the landscape men attempted to acquire a tree. A number of the trees used came from the original site, among them three Canary Island palms, moved by cranes and tractors to their new site in "Adventureland." Groups of coco-



Disneyland's Town Square of the 1890's. Tree-centered grass plots and a flower bed about the flagpole mark this village congregating point, about which curves an avenue that has trees at intervals along the curb of the pavement fronting the familiar structures of the period.

nut palms given to Disneyland by the city of Anaheim were also valuable assets.

Much of the planting in Disneyland was done by mechanical means. Cranes planted the trees, and power equipment dug the holes, mixed soil, did most of the backfill work and unloaded trees from the trucks used for transporting them. Most of the large specimen trees were moved in 6-foot boxes, and huge Diesel semitrailer trucks were needed in some cases to transport them. For handling the trees and spotting them about the park for planting, everything from track-laying equipment to a 30-ton crane with a 100-foot boom was used.

Boxing, it might be explained, in-

volves cutting a square ball and then bolting standard-size wooden sides in place about it. If the moving job is a difficult one, the side boxing may be left for several weeks before the bottom area is cut loose and boxing is completed for moving.

Soil and Ground Cover

Beneath a few inches of topsoil in Disneyland is sand, which presented an immediate irrigation problem, aggravated by the low water pressure available during most of the planting work and interference by other construction activities. At first, the landscape men used an old-fashioned water wagon to furnish water for the plantings. Utilization of hundreds of feet of small-bore, plas-

tic, perforated tubing, strung along the ground, hung on stakes and from trees and operated off hose bibs, was also a useful expedient to maintain subsistence moisture for the plants. A permanent sprinkler system, controlled by a number of time clocks, operating automatically, now irrigates the park nightly.

Another problem was a planting mix, to insure good soil for new root growth and to lessen shock and wilt from transplanting. A mixture of nitrohumus and peat moss — over 100 tons of each—was used for all plants.

Ground covers were used in Disneyland for ornamental value, to lend authenticity to a given area and also to stabilize steep slopes and river banks. *Delosperma* cuttings, 2,000,000 of them, were used on the outside surface of the berm around the park, because it is a fast-growing plant of a pleasing green color.

Authentic Scenes

"Main Street, U. S. A.," is the first scene to meet the eyes of the Disneyland visitor leaving the tunnel entrance to the park. This turn-of-the-century recreation displays petunia beds, potted geraniums, begonias in window boxes and lovely lawns. The town square, bordered with evergreen trees suggestive of elms, has conventional ivy ground covers and bedding plants.

One end of "Main Street" ends at the Plaza, where roads lead to various sections of the park. In the direction of "Tomorrowland," stylized trees and shrubs enhance futuristic structures. Fantastic shapes are seen in giant succulents, corkscrew junipers, stone and Canary Island pines and stiff Italian cypresses in simple areas of ground cover. Specially designed lighting tripods and plastic umbrella groups add interest to the area.

In the fairy tale country of "Fantasyland" a medieval castle, set in pleasant shrub-planted fields, is glimpsed through the branches of a podocarpus tree. Elm, orange and olive trees also aid in the creation of this section of the park. Herbaceous plants, flowering shrubs and velvety lawns mark the approaches to the castle.

The delicacy of the castle's architecture is reflected in a mirrorlike moat in which black and white swans glide through shadows cast by trees overhanging the water. Winding paths skirt the moat and pass over little bridges, and pine forests flank the castle.

Varied plantings create the proper

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Entrance to "Frontierland," showing how selected gnarled trees have been effectively used for screening and for transition from one type of locale to another in Disneyland's variety of scenes.

Research Program Aids California Nurserymen

By Howard S. Cook

Nurserymen should not be misled by the name of the citrus experiment station at Riverside, Calif. Established by the University of California in 1907 to help the citrus grower develop that state's most valuable fruit crops, the station now has a research staff of 250 conducting experiments on nearly every crop grown in southern California. Many of its basic studies are of value to agriculture everywhere.

Of particular interest to nurserymen are the station's efforts to import and develop new varieties of subtropical fruits, to control pests and diseases chemically and biologically, to devise laborsaving weed control techniques and to protect plants from air pollution.

The air pollution (smog) project is being watched by nurserymen not only in southern California, but also by growers near any area of expanding population, for evidence indicates that the air over any heavily populated region can become polluted when certain conditions exist. Even Honolulu reports commercial damage to its orchid blooms when slackening trade winds fail to carry industrial wastes, including automobile exhausts, out to sea.

Smog Trouble

In southern California, the problem has been aggravated by a layer of warm air that frequently drops below the tops of the mountains encircling the Los Angeles basin and prevents the escape of fumes from automobiles and other urban combustions. Instead the fumes become involved in chemical reactions in the atmosphere, resulting in irritation to human eyes, reduced visibility and economic damage to leafy crops and flowers.

It was a citrus experiment station scientist who discovered in 1944 that an unidentified injury to crops in the Long Beach area was caused by air pollution. A cooperative project involving the station, California Institute of Technology and the Los Angeles air pollution control district then determined that the airborne toxicant was produced by the action of sunlight on gasoline fumes and ozone.

Scientists at the station are now

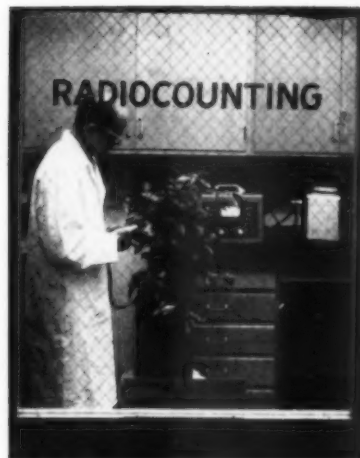
subjecting all commercial varieties of plants to artificial smog attacks, to determine which are more resistant to air pollution and what cultural practices help alleviate the damage. It has been learned that, under experimental conditions, certain fungicides protect plants from smog for extended periods. Field tests are now being conducted to determine if this treatment is feasible in large-scale operations.

Plants grown in greenhouses can be protected by installing a carbon filter in the air-conditioning system. Similar filters are used at Riverside to purify air before it is mixed with known quantities of pollutants.

Weed Control

Another Riverside discovery that is already saving commercial rose growers thousands of dollars every year is the use of CMU as a weed control. A single application of the new chemical during spring months when rose cuttings are frequently watered and cultivated will make hand weeding unnecessary. Since effectiveness of the material varies with different soils, tests are now being conducted in all rose-growing areas of southern California.

Importation of citrus species and varieties from the famed orchards in Spain, Italy and India has long been hindered by lack of information on how to detect virus diseases that



Radioactive isotopes are used by citrus experiment station scientists in tracing the translocation of nutrients from roots into leaves. Such experiments enable the workers to determine accurately the nutritional needs of various plants.

might be present. But the results of years of research on citrus virus diseases now make it possible for the citrus experiment station to carry on a project (in cooperation with the U. S. D. A. and the California department of agriculture) in which imported budwood is carefully checked for diseases and insects in quarantine greenhouses in Maryland before being brought to California. In California, further virus checks are made prior to use in propagative experiments.

Among the varieties that eventually will be available in California to evaluate for commercial suitability and for breeding purposes are mal seco-resistant lemons from Sicily and the highly prized red-pigmented

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The biotrone is a unique greenhouse developed at the citrus experiment station to determine the effects of soil differences on insect populations. The louvers open and close automatically to help maintain constant temperatures within the greenhouse.

Los Angeles Facilities

Horticulture at California University

By Al Hicks

The college of agriculture on the Los Angeles campus of the University of California is a part of the larger teaching and research effort on the several campuses of the state-wide University of California system. Robert W. Hodgson, internationally known subtropical horticultural authority, is dean.

Because the Los Angeles campus is located in the center of California's growing areas for commercial flowers and ornamental plants and avocados and citrus fruits, the major portion of horticultural research is in these areas.

The department of ornamental horticulture and floriculture, under Chairman V. T. Stoutemyer, works closely with nurserymen and commercial growers in southern California's booming flower and ornamental plant industry.

Most of the research and a large part of the teaching program are carried out on a large 24-acre tract on the west side of U. C. L. A.'s vast Westwood campus. Here there is room for extensive field studies. The area also includes a large complex of greenhouses, lath houses and laboratories.

Research has been concerned with artificial lighting as a means of extending the growing season of chrys-

anthemums, daisies and asters. Other studies have been concerned with mist propagation of roses and carnations, genetic therapy for stocks mosaic, development of efficient, inexpensive, new plastic greenhouses, and an extensive program in turf culture.

Irrigation and Soil Studies

This area also includes research facilities for the division of irrigation and soils. Martin Huberty is chairman of this division. Irrigation problems of California's regions of sparse rainfall and problems of mineral balance have been the major research concern of the division. Problems of chlorosis, including promising chelate research, relating to both ornamental and fruit trees, are being studied by the staff.

The department of entomology, under Vice-chairman Walter Ebeling, deals with the many pests that plague subtropical fruits and ornamental trees and flowers. Development and evaluation of new control measures for such pests as greenhouse thrips, spider mites and many others occupy a major portion of the staff's time.

The division of plant pathology, under Vice-chairman Pierre Miller, has worked closely with commercial growers in identifying and helping to

combat plant diseases. A special "sick" flower clinic has been particularly helpful to the flower industry in treating plant ills.

The department of botany, under Chairman Karl Hamner, is devoted almost entirely to basic research. However, results of fundamental research in genetics, problems of flowering stimuli and plant viruses have found important applications in horticultural areas.

Many students from the world's citrus-growing areas, particularly those in the Middle East and India, study at U. C. L. A. What is probably the world's largest fruit orchard situated in the heart of a busy metropolitan area is located on the Westwood campus. Active field instruction in subtropical horticulture can thus be carried out in this unique outdoor "classroom" of 14 acres. Dr. Sidney S. Cameron is chairman of the department of subtropical horticulture. Major research efforts are in the general areas of fruit tree and post-harvest physiology and plant propagation.

Botanical Garden

Another important teaching facility for the horticultural sciences is the botanical garden located in an 8-acre ravine on the southeast part of the campus. Growing there is a collection of approximately 3,500 species of plants from all over the world. Collections of unusual interest include a fine representation of Australian plants, with about 160 species of eucalyptus, 80 species of acacia and collections of melaleuca, callistemon and leptospermum.

Not only is the garden a source of research and reference materials for the university students and staff, but such agencies as the federal and state departments of agriculture use it frequently.

Elevations in the ravine range from 337 feet at the bottom to 401 feet in the tropical area. This provides a variety of sites for plant associations, which include pool planting, shade and moisture-loving plants adjacent to the stream and dry exposed hill slopes for succulents and drought-resistant subtropicals.

A former Los Angeles nurseryman, Wayne Hansis, is superintendent of the botanical garden.



A 14-acre teaching orchard, probably the world's largest orchard in the middle of a busy metropolitan area, maintained by the University of California.

California Nursery Organization

By Elmer J. Merz, Secretary, C. A. N.

The first association of California nurserymen of which there is record was formed in 1858, its purpose being "to regulate prices and sale of trees." Apparently the foundation on which this association was formed was not too substantial, since the organization failed to prosper. It was not until 1903, when the Pacific Coast Association of Nurserymen was organized at Portland, Ore., that California nurserymen lent their enthusiastic support to another association.

The success of the Pacific Coast Association stimulated establishment of a permanent association of California nurserymen, which was undertaken at San Jose in 1911. The original members numbered 25.

First Convention

The first recorded convention of the California Association of Nurserymen was held November 23, 1911, at Los Angeles. The president was W. Y. Eberly, Niles, and there were five vice-presidents, Leonard Coates, Morganhill; F. H. Wilson, Fresno; Fred Howard, Los Angeles; Almon Wheeler, San Jose, and Thomas Chisholm, Pasadena, with an executive committee of three, Max J. Crow, Gilroy; E. Wightman, Chico, and C. W. Howard, Hemet.

On the standing committees were such men as George C. Roeding, M. L. Germain, J. S. Armstrong, J. E. Bergthold, W. B. Clarke, D. W. Coolidge, Theodore Payne, Charles Winsel, John Reeves and several others.

Subjects discussed at the convention, not much different from subjects discussed today, were: "Credits in the Nursery Business," "Stability of Prices," "Buying and Selling," "Quarantines and the Nurseryman," "State and County Quarantines," "Growing Ornamentals to Sell," and "Roses for the Millions."

The second annual convention was held at Oakland in November, with Frank Wilson, Dinuba, president. The third annual meeting, under the presidency of D. W. Coolidge, Pasadena, was held at Fresno in October, and the fourth annual meeting was held at San Diego in October under the presidency of Fred Howard, Los Angeles.

The fifth annual convention was held in August at San Francisco, and J. S. Armstrong, Ontario, was president at that time. The last record available of the early meetings of the

association was that of the 10th annual meeting, at Fresno, presided over by Roy F. Wilcox, Montebello, as president.

Incorporation

In 1924, the California Association of Nurserymen was incorporated as a nonprofit organization. From its inception the association prospered to the degree that the nursery industry prospered, having its ups and downs and its good and bad years. Conventions were held regularly, but the real growth of the association did not begin until about 1940 when it was decided that a chapter type of organization would probably create more interest and result in more rapid growth. Frank Tuttle was president at the time that this change took place.

The original chapters set up were the Central chapter, the Los Angeles chapter, the San Fernando chapter, the Superior chapter, the San Joaquin chapter and the San Diego chapter. Each chapter had its own set of bylaws, which were approved by the state association board of directors. Each elected its own officers and held monthly meetings, and each chapter, depending on its membership, seated one or two members on the state association board of directors.

It was found that as a result of the monthly meeting of the chapters many problems on a local level could be solved without bringing

them to the attention of the state association, and as a consequence the state association secretary was able to devote his time to problems on a wider state level rather than those on a local level.

New Chapters Formed

As the success of the chapter meetings began to grow, there was a demand on the part of members to form other chapters, and as a result the association grew from the original six chapters to a total of 16.

Membership in the state association includes membership in the chapter. Dues in the association are paid directly to the state association, which in turn refunds a portion of the dues to the chapters to assist in their operation.

Every month more than 600 nurserymen attend the meetings of the various chapters of the state association. Participation in chapter meetings brings about better understanding between nurserymen at a local level and enables groups to work together to solve local problems not within the province of the state association.

Organized for Service

The C. A. N. works as a service organization for the nursery industry and its members. It aims to keep the industry advised concerning all legislative and regulatory developments and to promote uniform compliance

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Donald C. Perry, left, president of the California Association of Nurserymen, with David L. Cunningham, vice-president of the group.

A. A. N. Convention Program

Plans Completed at Los Angeles

READY AT LOS ANGELES

The final meeting of the general convention committee for the A. A. N. convention July 15 to 19 was held at the Hotel Statler, Los Angeles, Calif., May 25. All committees were represented and the chairmen reported satisfactory progress of the detailed planning to General Chairman J. Awdry Armstrong.

Since David Cunningham had plans to be in Europe during the convention days, his chairmanship was turned over to Norman Springer. The welcoming committee, with the aid of convention specialist Fred Darfler, told of plans to meet the special convention train at 9:00 a. m. Saturday, July 14. These arrangements include a band and dignitaries

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JUNIOR ACTIVITIES

Los Angeles, scene of the 1956 A.A.N. convention this month, offers to the juniors who will be attending opportunities for pleasure trips and trade instruction matched in few other areas. The section is rich in points of historical interest, in play areas, in regions of scenic beauty and in examples of horticultural activity that are almost unique. A chance to enjoy all of these advantages has been provided for in the specific plans for the junior group and the general features in which they participate.

The following schedule lists the activities planned especially for the juniors, as well as the general features which they may attend:

- Sunday, July 15
- 4:00 p.m. Get-acquainted Jamboree, Los Angeles room.
 - 8:00 p.m. Entertainment, Hospitality room, Pacific ballroom.
- Monday, July 16
- 10:00 a.m. Buses leave for Disneyland. Box lunch will be provided, also admission ticket and a book of tickets entitling holder to 9 rides on various features. Parents will join their children in the afternoon. Return as desired. Facilities for dinner available at Disneyland. Buses leave Disneyland for Hotel Statler: 5 p.m., 6 p.m., 7 p.m., 8 p.m. and 9 p.m.
- Tuesday, July 17
- 10:00 a.m. Buses leave for Marineland. Transportation, box lunch and admission tickets will be provided.
 - 8:00 p.m. Entertainment, Hospitality room, Pacific ballroom.

- Wednesday, July 18
- 2:00 p.m. Buses leave for Griffith Park zoo.
 - 7:30 p.m. Past presidents' banquet, Moulin Rouge, Hollywood.

Thursday, July 19

- 11:30 a.m. "People, Products and Progress: 1975," Pacific ballroom. Juniors will be fascinated by this film which foretells the kind of world they will be living in by 1975.
- 12:30 p.m. General luncheon, Pacific ballroom. Address: "The Human Side of Business," by Dr. Allan Stockdale.

LADIES' PROGRAM

At Los Angeles this month the ladies participating in the A. A. N. convention in the Golden state should find the maximum glamour and enjoyment that any vacation journey might offer. The southern California city is not only one of the fashion centers of the country but a tourists' mecca because of its climate, beautiful locale and fabulous entertainment features. All of these attractions will be accessible to the women at the convention, added to the social events of the program itself.

Opening their activities with a reception in the Golden State room of the Hotel Statler Sunday, July 15,

the ladies will later have several opportunities to attend general luncheon sessions, take part in the Disneyland tour and enjoy their own luncheon and fashion show in connection with the annual meeting of the Ladies' Auxiliary.

The time schedule for these affairs follows:

- Sunday, July 15
- 4:00 p.m. Reception, Golden State room.
 - 8:00 p.m. Entertainment, Hospitality room, Pacific ballroom.
- Monday, July 16
- 12:30 p.m. Keynote luncheon, Pacific ballroom. Speaker, Rex L. Nicholson.
 - 2:30 p.m. Buses leave for Disneyland.
- Tuesday, July 17
- 11:00 a.m. Buses leave for Beverly-Hilton hotel.
 - 1:00 p.m. Ladies' Auxiliary luncheon, annual meeting and fashion show, Grand ballroom, Beverly-Hilton hotel. Buses leave Beverly-Hilton hotel for Hotel Statler, 3 p.m.
 - 8:00 p.m. Entertainment, Hospitality room, Pacific ballroom.
- Wednesday, July 18
- Open for shopping and individual trips.
 - 6:00 p.m. Cocktails, Foyer, Moulin Rouge, Hollywood.
 - 7:30 p.m. Past presidents' banquet, Moulin Rouge.
- Thursday, July 19
- 12:30 p.m. General luncheon, Pacific ballroom.

ROSARIAN FROM IRELAND VISITS CALIFORNIA



Samuel McGredy, right, fourth-generation president of Samuel McGredy & Son, famous rose-growing firm of Northern Ireland, trades a little blarney with Robert V. Lindquist, center, as the two admire a new origination in the test gardens at Howards of Hemet, in California. McGredy & Son are originators of some of the world's most popular roses, many bearing the family name. They include Mrs. Sam McGredy, McGredy's Yellow, McGredy's Ivory, Picture and Rubaiyat. Interested observer, left, is Albert Morris, head of Germain's rose division, known for over 40 years as one of America's leading rose growers.

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American Association of Nurserymen

Complete Program—July 15 to 19, Hotel Statler, Los Angeles, Calif.

FRIDAY, JULY 13

- 10:00 A.M. Ornamental Growers' Association, stock committee, Hartford room.
2:00 P.M. Fruit Tree Growers' Association, stock committee, Hartford room.

SATURDAY, JULY 14

- 10:30 A.M. Ornamental Growers' Association, Mission room.
1:00 P.M. National Landscape Nurserymen's Association, executive committee, Hartford room.
1:00 P.M. A. A. N. board of directors, Dallas room.
2:00 P.M. All-America Rose Selections, Sierra room.
2:30 P.M. Fruit Tree Growers' Association, Mission room.

SUNDAY, JULY 15

- 8:00 A.M. National Landscape Nurserymen's Association, executive committee breakfast, Hartford room.
9:00 A.M. All-America Rose Selections, Sierra room.
10:00 A.M. A. A. N. convention site committee, Boston room.
2:00 P.M. Market development and publicity committee, Mission room.
4:00 P.M. Ladies' reception, Golden State room.
4:00 P.M. Juniors' program, Los Angeles room.
8:00 P.M. Hospitality room, Pacific ballroom.

MONDAY, JULY 16

- 8:00 A.M. Caucus of delegates, region I, Buffalo room.
Caucus of delegates, region III, Dallas room.
Caucus of delegates, region IV, Hartford room.
8:00 A.M. Baby Ramblers, breakfast meeting, Boston room.
9:00 A.M. National Association of Plant Patent Owners, New York room.
9:00 A.M. A. A. N. general session, Golden State room.
Report of credentials committee.
Certification and roll call of delegates.
9:15 A.M. President's address, by Vernon Marshall.
9:45 A.M. Treasurer's report, by Valteau Curtis.
10:00 A.M. A. A. N. group insurance plan, report by Secretary C. H. Porterfield.
10:15 A.M. Report of the market development and publicity committee, Richard Wyman, Jr., and H. P. Quadland.
11:00 A.M. Roll call.
11:10 A.M. Nominations for officers for 1956-57—Directors, regions I, III and V and at large; president, vice-president and trustee.
11:30 A.M. "Landscape for Living"—A. A. N. film.
12:30 P.M. Keynote luncheon, Pacific ballroom.
Presentation of Norman J. Colman award, by President Vernon Marshall.
Presentation of Baby Ramblers award, by Willis Stribling.
Address: "Leadership for Local Action," by Rex L. Nicholson, president, Liquid Carbonic Corp., Chicago, Ill.
2:30 P.M. Buses leave for Disneyland. (Those not desiring to go may spend the afternoon with exhibitors; exhibits will be open 2:30 to 5:00 o'clock. Buses leave Disneyland for Statler hotel: 5 P.M., 6 P.M., 7 P.M., 8 P.M., 9 P.M.)

TUESDAY, JULY 17

- 8:00 A.M. American Association of Botanical Gardens and Arboreta, breakfast, New York room.
8:00 A.M. All-America Camellia Selections, Boston room.
8:00 A.M. National Landscape Nurserymen's Association, Los Angeles room.
9:00 A.M. American Nurserymen's Protective Association, Mission room.
10:00 A.M. Round-table discussions.
Landscape, Harold Parnham, moderator, Los Angeles room.
"Getting the Most from Employees," Dan Gardiner.
"Getting the Most from Customers," Charles G. Armstrong.
"Getting the Most from Suppliers," Russell Zakariasen.
"Getting the Most from Yourself," Mencil Allen.
Mail-Order, George Rose, moderator, Sierra room.
"Catalog Preparation, Printing and Distribution," Sidney Hutton, Jr.
"Mail-order Collation and Stock Controls," Ted Korves.

10:00 A.M. Round-table discussions—continued

- "Preparation and Shipping of Mail-Order Perennials," Ted Sjulin.
"Mail-order Shipping of Roses and Other Deciduous Stock," John Armstrong, Jr.
Garden Shop-Salesyard, John McDonnell, moderator, Golden State room.
"Markups for Nursery Stock and Store Merchandise," Donald Perry.
"Packaging for Retail Selling," John Armstrong.
"Merchandising Methods," Jack Schneider.
"Inventory Control of Plant Material and Store Merchandise," Charles Crum.
Wholesale Production, Walter Borchers, moderator, Buffalo room.
"Management," Vincent Bailey.
"Production," Jack Verhalen.
"Distribution," C. Bert Miller.
"Credit and Collections," Charles S. Burr.
2:00 P.M. A. A. N. general session, Golden State room.
Address: "Untouched Gold—The Place of Short-term Bank Loans for Home Landscaping," by E. R. Benton, assistant credit officer, Bank of America.
3:00 P.M. Reports from morning round tables:
Landscape, by Harold Parnham.
Mail-Order, by George Rose.
Garden Shop-Salesyard, by John McDonnell.
Wholesale Production, by Walter Borchers.
4:00 P.M. National Landscape Nurserymen's Association, business session, Golden State room.
8:00 P.M. Hospitality room, Pacific ballroom.

WEDNESDAY, JULY 18

- 8:00 A.M. National Mail Order Nurserymen's Association, breakfast, New York room.
9:30 A.M. A. A. N. general session, Golden State room.
9:45 A.M. "The Year's Activities on the Washington Scene," Executive Vice-president Richard P. White.
10:15 A.M. Trade practice and ethics committee report, by Clark Kidd, chairman.
10:30 A.M. "Fair Trade Practice Rules for the Nursery Industry," by James A. Horton, special counsel; Clark Kidd, chairman, trade practice and ethics committee, and Richard P. White, executive vice-president.
11:45 A.M. Election of officers.
2:00 P.M. Nursery Association Secretaries, Buffalo room.
6:00 P.M. Annual past presidents' banquet and dance, Moulin Rouge, Hollywood.

THURSDAY, JULY 19

- 9:30 A.M. A. A. N. general session, Golden State room.
Report of necrology committee, by F. H. Kilner.
Report of special committees.
1956 convention, by J. A. Armstrong, chairman.
Highway committee, by C. S. Burr, chairman.
Fruit variety trends, by John T. Bragger, chairman.
Unfinished business.
Review of A. A. N. policy statements.
Action on 1956-57 budget.
Action on 1956-57 market development and publicity budget.
Confirmation of Miami Beach as 1957 convention site.
Announcements, 1957 convention committee, by Gervin Pringle, chairman.
Report of 1958 convention site committee, by L. A. (Slick) Dean, chairman.
Report of 1959 convention site committee, by Richard Wyman, Jr., chairman.
Selection of 1959 convention site.
Invitations for 1960 and subsequent years.
New business.
11:30 A.M. "People, Products and Progress: 1975"
This film, prepared by the Chamber of Commerce of the United States and winner of Freedom's Foundation's medal of honor, shows what wondrous and fabulous things are in store for America within the next two decades.
12:30 P.M. Sine die luncheon. Address: "The Human Side of Business," by Dr. Allan Stockdale, National Association of Manufacturers, New York city, N. Y.



David S. Stump



J. Awdry Armstrong



Willis A. Stribling

Who's Who on Convention Committees

The west coast has been in the spotlight horticulturally for many years and increasingly so, with regard to ornamental nursery stock, in recent years. At Los Angeles, the center for such activity in southern California, outstanding establishments in both the growing and distributing divisions of the trade have developed under the able leadership of many individuals. These same individuals have contributed in large measure to the development and effectiveness of trade organizations, both locally and nationally, over varying periods.

Back of the Los Angeles A. A. N. convention and cooperating with the national organization is a group of trade representatives who have done much to arouse widespread interest in west coast activities. Though this group includes native Californians,

it contains others who have been lured to the Golden state from other parts of the country but are now equally ardent in their attachments. That these persons may be better known, the following paragraphs offer brief biographical data on the nurserymen making up the executive committee and serving as the chairmen of the other committees in charge of details of the 1956 convention:

General Chairman

General chairman and chairman of the finance committee for the Los Angeles meeting is J. Awdry Armstrong, executive vice-president and general manager of the Armstrong Nurseries, Ontario. He was born at Ontario, where he attended elementary and high schools. After being graduated from the University of

California, at Berkeley, in 1922, he became associated with his father, John S. Armstrong, in the business that the latter had founded in 1889.

Mr. Armstrong is a past president of the American Association of Nurserymen and has served as a member of the executive group on the market development and publicity committee. He served two terms as president of the California Association of Nurserymen. He was the first president of All-America Rose Selections, Inc., and is a past president of the National Association of Plant Patent Owners. He is a member of Alpha Zeta, agricultural honor fraternity.

At the present time vice-chairman of the agricultural committee of the Los Angeles chamber of commerce, Mr. Armstrong is a past president of both the Ontario chamber of com-



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Mrs. J. Awdry Armstrong



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Mr. and Mrs. O. L. Weeks



Mr. and Mrs. James Gibbs

merce and the Ontario Lions' Club.

Vice-Chairman

A native Californian, Willis A. Stribling, member of the executive committee, was born at Merced, Calif., October 10, 1919. He grew up in the nursery business and is now active in Stribling's Nurseries with his father, two brothers and a brother-in-law.

He attended grade and high schools at Merced and the California Polytechnic College at San Luis Obispo, majoring in ornamental horticulture at the latter school.

In 1941 he entered the army and served with the 96th Infantry Division during World War II. In October, 1945, he returned a first lieutenant and a veteran of two south Pacific campaigns, the Philippines and Okinawa.

Since 1945 he has been active in nursery, civic and trade association work. Mr. Stribling is a past president of and an active member in the San Joaquin chapter of the Califor-

nia Association of Nurserymen, Merced city chamber of commerce, Merced Executives' Club and the Merced Kiwanis Club. He is also active in the Boy Scouts, his local church, the American Legion and the Elks' organization.

He has served as secretary of the California chapter of the American Association of Nurserymen the past four years and has served several years as a delegate to the A. A. N. board of governors. He has also been on the board of directors of the California Association of Nurserymen. Last year he was general chairman for the California Association of Nurserymen's convention at Yosemite.

His wife, Joan, participates in his many activities and is also busy in association affairs. They have two children, a daughter, Lynn, and a son, Tom.

Secretary

David S. Stump, secretary of the 1956 convention and local publicity

chairman, is assistant general manager of Armstrong Nurseries, Ontario, where he served as advertising manager and as general sales manager before assuming his present position. He was born in Indiana and from 1936 to 1940 he was employed in the printing and publishing business, after which he did sales work before going to California with his family to join the Armstrong firm in 1944.

Mr. Stump is vice-president of All-America Rose Selections, Inc., a member of the board of directors of the California Association of Nurserymen and chairman of the research committee, a member of the board of trustees of the National Association of Plant Patent Owners and a member of the Baby Ramblers. He was president of the California Association of Nurserymen in 1954-1955 and several times was a member of the board of governors of the American Association of Nurserymen. In 1946 he was president of

[Continued on page 151]



Frank Pollock



F. C. Tomlinson



David Cunningham

Tours and Talks at Florida Convention

By E. W. McElwee and T. J. Sheehan

The Northeast Florida chapter of the Florida Nurserymen and Growers Association at Jacksonville was host to some 265 members attending the fourth annual convention of the state group at the Roosevelt hotel, May 24 to 26. A much needed rain the first afternoon not only did not dampen the enthusiasm of those present, but seemed to add a renewed spirit to the occasion.

The following officers were elected, by unanimous ballot, to guide the association during the coming year: President, Edwin G. Fraser, Southern States Nurseries, Macclenny, and vice-president, Roy S. Rood, Rood Landscape Co., Jupiter. New directors at large elected were R. E. Brown, Goochland Nursery, Pembroke; R. A. Knight, Knight's Nursery, Gainesville; E. S. Reasoner, Reasoner's Tropical Nurseries, Bradenton, and Verne Buck, John's, Apopka. The board of directors appointed as secretary-treasurer for 1956-57 D. K. Miller, Island Landscape Co., Inc., West Palm Beach. These officers were installed at the president's banquet May 26.

The opening day of the convention was devoted to registration and visiting exhibits, nurseries and other points of interest. The hospitality room maintained by the Northeast chapter of F. N. G. A. added greatly to the fellowship of the occasion. There was ample opportunity to renew acquaintances and visit the trade show.

The buffet supper on the evening of May 24 was preceded by a cocktail party sponsored by Senator Ed Fraser, Southern States Nurseries.

After dinner the growers were entertained with an excellent floor show.

Business Session

At the opening business session May 25, Dr. G. O. Head, of the First Baptist Church of Jacksonville, gave the invocation, and a welcoming address was made by Hon. Haydon Burns, mayor of Jacksonville.

Lewis T. Bates, assistant vice-president of Gulf Life Insurance Co., gave those in attendance some useful and thought-provoking pointers on the "Psychology of Selling."

The ladies' program for the morning consisted of a tour of the building and well-landscaped grounds of the Prudential Life Insurance Co. at Jacksonville.

The highlight of the convention was the afternoon tour of the Baker county nurseries. The group in 51 cars drove from Jacksonville to Glen St. Mary's Nurseries, at Glen St. Mary. Here Ralph Baker, state plant board inspector, conducted a tour of the nursery. The first stop was at the Glen, where canned stock and camelias were observed. Then the group toured various fields of stock.

After leaving the Glen the group visited Ponce's Nursery and saw its block of canned stock, and then went on to Blair's Nursery. Here new field plantings and the lath and can stock areas were visited. The final stop was at Southern States Nurseries. In all, the group visited some 1,000 acres of nursery stock in Baker county at these four nurseries. After the tour the group returned to the Southern States Nurseries packing shed to

enjoy the barbecue supper provided by the Macclenny (Baker county) nurserymen. To climax a perfect day, that was cool and cloudy enough to be ideal for visiting nurseries, Riddle air lines entertained the group with an excellent show featuring hypnosis.

The business session Saturday morning, May 26, was well attended, and the election of officers, excellent talks and lively discussions held the interest of the group.

Light and Plant Growth

Dr. N. J. Scully, head of the department of botany at the University of Florida, Gainesville, gave a practical discussion of the subject, "The Effects of Artificial Light on Plant Growth." He pointed out that as little as one tenth of a foot-candle of light, approximately the strength of full moonlight, on one-half square inch of leaf surface is effective in causing some sensitive plants to flower. Dr. Scully further stressed that a full understanding of the processes and reactions involved in the response of plants to day length or photoperiod had been hampered by the fact that the chemical analytical methods used in the past were not accurate enough to pick up the minute quantities of the substances thought to be involved in causing a plant to change its habit of growth in response to length of day. He stated that radioactive materials and methods are being developed that can measure or detect chemicals at one millionth of the concentration possible by chemical means. He predicted that these new techniques would provide much information on the why and how of the effect of light on plant growth.

Dr. Scully pointed out that United States Department of Agriculture workers had recently determined that short exposure of plants to infrared light is as effective as shading with black cloth, neutralizing the effect of long days on plants; the details of the practical use of this fact, however, have not yet been worked out. Recent finds, he pointed out, show that the most effective wave length of light, as far as plant growth is concerned, is in the red band of the spectrum. This, he said, is the reason why the ordinary light bulb is more effective than the fluorescent tube in influencing plant growth.

The subject of selling was con-

[Continued on page 120]



Girvin Pringle, left, outgoing president of the Florida Nurserymen and Growers Association, presents the gavel to President-elect Edwin G. Fraser, Macclenny, Fla., at the Jacksonville convention.

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Varied Program at Texas Short Course

By George Fisher

The annual short course for Texas commercial nurserymen was held May 28 to 30 at the Memorial Student Center building on the campus of the A. and M. College of Texas, College Station.

Nearly 100 nurserymen and landscape architects attended the course and received certificates at its completion. The annual educational program is sponsored jointly by the Texas Association of Nurserymen and several departments of the A. and M. College of Texas, including agronomy, entomology, floriculture and landscape architecture, horticulture and plant physiology and pathology.

Details of the short course program were worked out in advance by the research and education committee of the T. A. N. Chairman of the T. A. N. committee was Ralph Ellis Gunn, landscape architect, Ralph Ellis Gunn & Associates, Houston.

Chairman of the short course program committee in charge of the 1956 session was Prof. Fred R. Brison, department of horticulture. Faculty members assisting Professor Brison were J. W. MacQueen, floriculture and landscape architecture; Dial Martin, entomology; D. W. Rosenberg, plant pathology, and E. C. Holt, agronomy.

Opening Session

T. A. N. president, Durward Thompson, presided at the first morning session of the short course. He introduced Dean J. E. Adams of the A. and M. school of agriculture for the welcoming address. Dr. Adams gave some vital statistics for the agricultural field, noting that agriculture is following industry, in that production is on a steady increase and farm tenure is decreasing due to mechanization and improved methods of farming. He expressed concern over the fact that college enrollment in all agriculture schools is decreasing in proportion to that in other fields. Many fine top-flight jobs, including positions in nursery production and landscaping, lack graduates to fill them. A serious effort should be made to hold students and interest more of them in nursery management, horticulture and landscaping. One way to do this, the dean said, is to pay higher starting salaries and to make jobs more attractive.

Dr. Howard E. Joham, of plant physiology and pathology, gave a dissertation on the subject, "How

Plants Grow." Dr. Joham stated that the main environmental factors in plant growth are water, nutrients, light and temperature, although there are many others, and these main factors vary greatly in different growing regions. Also, the time element is involved with most of them. The so-called minor elements can be a limiting factor as well, some plants being unable to grow at all without one or more of them, and in some cases the most minute amount would be lethal to the plant.

Plant Nutrients

He listed the 15 most vital and essential nutrients, there being six so-called building elements of carbon, hydrogen, oxygen, nitrogen, sulphur and phosphorus; three balance elements, potassium, magnesium and calcium and the so-called catalytic elements iron, zinc, boron, molybdenum, copper and manganese. The last group of elements, usually and erroneously called minor elements or nutrients, should be rightly classed as micro-nutrients and perform specific roles in plant growth that no other elements can do for some plants.

Dr. Joham cited many examples of practical use of plant growth factors. In studies on Bermuda grass, when more nitrogen was applied, the grass made better use of applied water, and less water was needed to produce the same amount of dry

material. In other words, better feeding of Bermuda lawns means that less water is needed to sustain them. In answer to a question about results of continuous application to turf of fertilizers which contained the micro-nutrients. Dr. Joham pointed out that these elements could be beneficial but also toxic to plants if overused, but that grasses in general are low in toxicity reaction to micro-nutrients. He stated that a rule of thumb in detecting micro-nutrient deficiencies in plants is not always possible as the symptom for deficiency can be the same as for toxicity.

Hollies for the South

Ralph Ellis Gunn, chairman of the research and education committee, presided over the first afternoon session. Dr. Fred C. Galle, director of the Ida Cason Gardens, Chipley, Ga. spoke on "Hollies and Other Plant Materials for the South." His talk was supplemented with an extensive collection of Kodachrome slides.

Dr. Galle mentioned that there are well over 100 varieties of the American holly (*Ilex opaca*) group in use, but not too many of them are adapted to the south. He stated also that a new holly variety should be grown for at least five years and thoroughly tested before being put on the market. Several *Ilex opaca* varieties with good landscape pos-

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Ralph Ellis Gunn, right, Houston, Tex., chairman of the research and education committee, Texas Association of Nurserymen, receives his well-earned certificate from T. A. N. president, H. Durward Thompson, Corpus Christi, at the close of the recent short course at Texas A. and M. College, College Station.

Georgia, South Carolina Hold Convention Jointly

By Willette E. Hume

The annual meeting of the Georgia State Nurserymen's Association and South Carolina Nurserymen's Association was held jointly June 3 to 5 at the Bon Air hotel, Augusta, Ga. More than 135 members and guests attended.

Eugene Dabbs, Eugene Dabbs Nurseries, Mayesville, S. C., was elected president of the South Carolina Nurserymen's Association, with George Segelken, Summerville, vice-president; Mrs. Robert Marvin, Walterboro, secretary-treasurer, and T. C. Bracken, Easley; W. D. Merry, Columbia, and Rudolf Anderson, Greenville, executive committee members, at the final business session of the convention.

Jay Otis Herring, Golden State Nurseries, Atlanta, Ga., was elected president of the Georgia State Nurserymen's Association. Other officers on the slate who were nominated and elected were: James Patterson, Albany, vice-president; Mrs. Willette E. Hume, Atlanta, secretary; Lester C. Helm, Augusta, treasurer, and Frank A. Smith, Atlanta, director at large.

The ballroom was the setting for the buffet dinner and get-together Sunday evening. The food and fellowship made a delightful combination.

John C. Symmes, Atlanta, Ga., president of the Georgia association, opened the Monday session after an invocation by Rev. R. E. Huntley, Augusta.



Jay Otis Herring

Rudolf Anderson, Greenville, S. C., president of the South Carolina association, introduced C. Norwood Hastie, Charleston, S. C., who in turn presented the first speaker, Dr. Cynthia Westcott, lecturer and author. Her talk on "Insects and Allied Pests" was the high light of the convention. There are now on the market some 32,000 insecticides and fungicides, and Dr. Westcott warned everyone to be sure to read the label and know what chemical he is using. Some of the products must be handled carefully.

A long list of insects, with the means of combating each, was given. Water colors of many more were shown. Nemotodes were discussed, including new species recently studied at the University of Florida, Gainesville. New fumigants are being tried there. Other research is being done on petal blight, and this was to be discussed at the afternoon session.

W. E. Blasingame, entomologist for the state of Georgia, gave a sketch of the life of Charles Alden, former entomologist for the state, who died September 18, 1955. He was devoted to the nurserymen of Georgia and never missed an annual meet with them.

Research Program in Georgia

Dr. F. E. Johnstone, Jr., chairman, division of horticulture, University of Georgia, Athens, introduced Dr. Dale Sweet, horticulturist, who recently took over the duties of full-time research in floriculture and ornamental horticulture at the university. Dr. Sweet told of the many lines of research, such as physiology of nutrition, thermo and photo periodicity, doubling the number of chromosomes, growth hormones, herbicides, dwarfing and other effects of hormones, leaf analysis, radioactive tracers, foliar feeding, control of pests by the introduction of chemicals into the plants and cooling of greenhouses.

Petal Blight and Similar Diseases

After an adjournment for lunch, the afternoon session was opened by President Symmes. Dr. Cynthia Westcott used color slides with her afternoon talk on "Petal Blight and Similar Diseases." Disease is a con-

dition and may have many causes—sunburn, lack of water and various physiological causes, as well as viruses, parasitic plants, bacteria and fungi. All types were discussed, with their remedies, particular attention being given to the azalea and camellia petal blights. The speaker explained there is a great need for research in this field and said that a little money spent now may save millions later.

Container-grown Plants

R. Ed Brown, Goochland Nurseries, Pembroke, Fla., spoke on "Container-grown Plants and Their Possibilities." He told how plants in cans save space and maintenance. A space 12x225 feet will hold 1,650 1-gallon cans. A path 30 inches wide should be left between beds.

The potting mixture used by the speaker is one-half German peat moss plus one-half oak topsoil. Liners, bare-root in winter and/or from 2½ or 3-inch pots the year around, may be planted in 1-gallon cans. After potting, a mulch of pine, cypress or cedar shavings is applied. Mulched plants keep 6 degrees cooler. The shavings also keep down weeds, hold moisture and keep topsoil from packing.

All plants over 12 inches in height, such as 2 to 3-foot pyracanthas or 5 to 6-foot loquats, should be put in 3-gallon cans.

Rust at the top of cans is caused by fertilizer. Container-grown plants bloom sooner and are more desirable for year-round planting.

In garden center sales areas, cans may be set on sawdust. Liquid Flame keeps down weeds. A 10-cent fig tree that is put in a can is worth 75 cents wholesale after three months.

John Bregger, Clemson, introduced

[Continued on page 149]



Eugene Dabbs

Selling and Production at Alabama

By Thomas M. Eden, Jr.

Convening at the Russell Erskine hotel, Huntsville, Ala., May 27 to 29, nurserymen from all sections of the state attended one of the best meetings in the series of annual conventions held by the Alabama Nurserymen's Association.

Elected unanimously to office for the succeeding year were the following: President, Fletcher Ponder, Tallapoosa County Nurseries, Dadeville; vice-president, William Barton, Guthrie-Barton Nursery Co., Tuscaloosa, and secretary-treasurer, Henry P. Orr, associate professor of horticulture, Alabama Polytechnic Institute, Auburn. John Fraser III, Huntsville Wholesale Nurseries, Huntsville, was named to the board of governors.

Preceding the general sessions, a barbecue was enjoyed Sunday, May 27, at the Athens Nursery Co., Athens, where C. J. Hayden, of that firm, and "Uncle Tommy" Strain, of Strain & Sons Nursery, Athens, were hosts.

President's Address

Monday morning, E. E. Foster, Foster Nursery Co., Bessemer, president of the state association, opened the program. The address of welcome was given by the Honorable Robert Searcy, mayor of Huntsville, and response was made by O. W. Fraser, Fraser Nursery Co., Birmingham.

Mr. Foster, in his president's address, discussed the subject of guaranteeing plants. He thought this a poor practice. When he started business, he added, he guaranteed his plants to live for a year, but then he



Newly elected officers of the Alabama Nurserymen's Association, left to right, Henry P. Orr, Auburn, secretary-treasurer; Fletcher Ponder, Dadeville, president, and William Barton, Tuscaloosa, vice-president.

stopped it, because he did not want customers saying he had to do this or that. If he found one of his plants had not lived and the customer's other plantings looked good, he would replace, and he believed this system was good advertising. Replacing is a problem that nurserymen should talk over, Mr. Foster declared.

The speaker also discussed labor problems, noting that the new minimum wage would inevitably affect nurserymen and saying there is need to come to a better understanding with employees to cut down wasted time. Mr. Foster urged development of educational programs, possibly through the Alabama Polytechnic Institute, but also through trade group meetings. He felt, also, that the public could be educated to give greater care to their plantings.

O. W. Fraser recommended that a committee be appointed to consider

Mr. Foster's suggestions, and Henry Homer Chase, Chase, Ala., was named to head such a group. Other appointments of chairmen made at this time by President Foster were: Tom Dodd, Jr., auditing; J. D. Miller, resolutions; T. M. Farris, necrology; Marvin Barton, time and place, and Preben Ibsen, nominations.

Henry Orr urged attendance at the meeting of the Southern Nurserymen's Association at the Andrew Jackson hotel, Nashville, Tenn., August 19 to 21.

John Fraser, Jr., Huntsville Wholesale Nurseries, introduced the guest speaker for the morning, Edwin J. Stark, Stark Bros. Nurseries, Louisiana, Mo., who talked on "The Pleasures of Being in the Nursery Business." Some of his comments follow:

Gardening is America's No. 1 hobby today. According to the magazine Sales Management, in the past five years gardening has sprouted from a billion-dollar to a four billion dollar business. For example, growing markets show the following increases in recent years: Power mowers, in 1946, \$17,000,000, in 1955, \$181,000,000; nursery stock, in 1950, \$365,000,000, in 1955, \$700,000,000, and summer furniture, in 1948, \$87,000,000, and in 1955, \$254,000,000.

Family Purchases

This spring and summer the average American family will be deep in growing things, and before it is through raking leaves, it will have spent \$83 for plants, seeds, tools and accessories. Typical per family expenditures are: Trees, shrubs and

[Continued on page 100]



Participants in convention of Alabama Nurserymen's Association at Huntsville, left to right, John Fraser, Jr., Huntsville, Ala.; Edwin J. Stark, Louisiana, Mo., guest speaker, and Henry B. Chase, Chase, Ala.

Operating a Garden Center

Chapter 14. Attracting Customers

By John J. Pinney

One of your greatest problems, if not the greatest when your garden center is ready to open, is to get people into your place of business. The creation of customer traffic is a problem that has been subjected to a great deal of research by the best minds in retail merchandising. You should give it serious consideration, drawing upon all sources available to you for help. If you have friends who are successful retail merchants, talk to them about it and find out their methods, read books on merchandising, inquire of the extension service of your state universities and draw upon your own ingenuity to accomplish this end.

Garden centers located on busy streets or highways where the traffic is not too fast will have less trouble in creating customer traffic than those which are in out-of-the-way places. They will be seen by large numbers of people, some of whom are bound to be interested in gardening.

Regardless of your location, some effort will be necessary to bring in the customers—effort that will have to be continued as long as you are in business. To one who enjoys retail selling, this effort will be not only a challenge, but a source of pleasure and satisfaction.

Advertising

The methods employed in creating traffic may be grouped together under the general heading of advertising, of which there are many forms. These often overlap or complement each

other. We will consider some of these forms, but you will have to decide which ones are best suited to your needs.

Some forms of advertising have already been discussed. Signs at the approaches to your garden center, on top of the buildings or in front of them, are some of the simplest and most obvious methods of advertising. These signs usually give only the name and nature of the business, e.g. Green Thumb Garden Center.

Large signs for mounting on buildings have recently been designed that not only give the name of the business in large letters, but use large removable letters that can be read at a distance to spell out some of the merchandise offered such as, ROSES, BULBS AND SHRUBS. These can and should be changed from time to time to arouse new interest in the observer.

Billboards

The billboard type of advertising can sometimes be used effectively. If you are located a short distance from a through highway that carries heavy traffic or a highway that has to be traveled in order to get to your place, a large sign on the highway will help your customers find you. Such signs should be placed at some little distance from the junction of the road onto which the customer must turn, thus allowing him ample time to slow down before he has to leave the highway. The sign should carry brief, easy to read and easy



Panel sign used to advertise items on sale. The illustration shows how a panel can be removed to be replaced with another.

to understand messages. For example:

WOODLAND GARDEN CENTER
Turn Left At Junction
¼ Mile

When garden centers are located on high-speed roads the motorists usually do not have time to slow down enough to turn into your place after it comes into view. Signs can be erected along the highway at each approach to your garden center to inform the motorist.

WOODLAND GARDEN CENTER
¼ Mile Ahead

Another way to use highway signs is to announce your presence in the area. Shoppers on their way to your market-town will be reminded that you are there to serve them. Such signs will be most effective when large enough to be read easily at a distance of 200 to 300 feet. Again, your message should be brief, but clear. The motorist has only a few seconds in which to read it as he passes.

WOODLAND GARDEN CENTER
Everything For Your
Yard And Garden
4th And Elm

The most advantageous location for such signs is on the outside of curves in the highway directly in the line of vision of the motorist.

Placing signs on the right of way probably is illegal in every state. In some states no part of the sign is

[Continued on page 28]



Panel board signs spaced so they can be read by the passer-by. The use of several signs makes it possible to call attention to many different products.

A Dependable Source of Supply
for
**LINING-OUT
EVERGREENS**

Lining-out stock is our specialty. We will be pleased to quote on your needs in a wide variety of well-grown and fairly priced stock for nursery planting.

Jack Hill, representing our firm, will be glad to discuss fall-delivery evergreens with you at the Los Angeles convention.

D. HILL NURSERY CO.

Evergreen Specialists — Largest Growers in America

PHONE: HAZel 6-3451

DUNDEE, ILL.

WE OFFER

MATERIAL GROWN TO PERFECTION

1. Create more sales through increased turnover.
2. Give maximum customer satisfaction through ease and success of transplanting, creating repeat business.
3. Produce more profit.

For many years our production, in many items, has been sold long before the start of each season. Five years ago, we tripled our plantings, with the result that, beginning this fall, our salable material will be much larger than ever before.

We believe that only a visit to our nursery can illustrate the exceptional quality of our plants and cordially invite you to do so.

OUR ADDRESS IS 

We can offer the following in almost any quantities. For instance, we are growing over 200,000 *Taxus Moon's columnaris*. This variety has been acclaimed by all who know it, as the best and most desirable yew.

TAXUS

Moon's columnaris
capitata
cuspidata
brevifolia
hicksi
repandens
intermedia

THUJA (*Arborvitae*)

nigra
occidentalis
elegantissima
pyramidalis
wareana
rosenthali
globosa
woodwardi

JUNIPERUS

pfitzeriana
hetzi
excelsa stricta
depressa plumosa
virginiana glauca
virginiana canaerti
virginiana burki

PINUS

mugo
Austrian

HYBRID RHODODENDRONS

The best and hardiest.
 Thirty varieties.

AZALEAS

The nineteen best and hardiest varieties.

ACER ATROPURPUREUM

All grown from grafts or cuttings.
 Over 9000 of this scarce item.

ILEX (*Holly*)

opaca (American)
 (named varieties)
bullata
crenata
Chinese
English

DOGWOOD

Pink and White

FLOWERING CHERRIES

3500 top-grafted; weeping, for next spring.

FLOWERING CRAB APPLES

JAPANESE ANDROMEDA

PICEA and ABIES

(in variety)

In addition, we can offer many more varieties. We have about forty acres of shade trees. We are clearing this ground and can offer substantial discounts.

RICKERT NURSERIES

SUCCESSOR TO
 1767

MOON'S

ESTABLISHED
 1767

MORRISVILLE,

PENNA.

QUALITY EVERGREENS

BROAD-LEAVED EVERGREENS

Abelia Grandiflora
Buxus Harlandi
Buxus Sempervirens
Cotoneaster Francheti
Cotoneaster Horizontalis
Elaeagnus Fruitlandi
Elaeagnus Simoni
Euonymus Coloratus
Euonymus Fortunei Erectus
(small leaf)
Euonymus Patens
Gardenia Fortunei
Ilex Cornuta Burfordi
Ilex Cornuta Femina
Ilex Crenata Convexa
Ilex Crenata Rotundifolia
Ilex Opaca East Palatka
(heavily sheared)
Ilex Vomitoria
(well sheared)
Pride of Houston
Jasminum floridum
Laurel Cherry
(well sheared)
Ligustrum Lucidum
(Black Wax)
Ligustrum Lucidum
(Griffing type)
Ligustrum Lucidum Nenum
Loropetalum Texanum
Magnolia Glauca
Magnolia Grandiflora
Magnolia Soulangeana
Magnolia Soulangeana Nigra
Nandina Domestica
Photinia Serrulata

CONIFERS

Arborvitae, Or. Baker
Arborvitae, Or. Berckmans
(Aurea Nana)
Arborvitae, Or. Blue Cone
(very compact)
Arborvitae, Or. Bonita
Arborvitae, Or. Bonita Golden
Arborvitae, Or. Excelsa
Arborvitae, Or. Fruitland
(Green Berckmans)

CONIFERS, cont.

Arborvitae, Or. Newark
Arborvitae, Occ. Globosa
Arborvitae, Occ. Nigra
(Dark Green)
Arborvitae, Occ. Pyramidalis
Cedrus Deodara
Juniper, Andorra
Juniperus Excelsa Stricta
Juniperus Fastigiata
Juniperus Glauca Hetzi
Juniperus Glauca Hetzi
(staked and sheared)
Juniperus Hibernica
(Irish)
Juniperus Pfitzeriana
Juniperus Pfitzeriana Aurea
Juniperus Pfitzeriana Compacta
Juniperus Sabina
Juniperus Sabina Vonehron
Juniperus Sabina Vonehron
(staked and sheared)
Juniperus Scopulorum
Juniperus Sylvestris
(Chinensis Femina)
Juniperus Virginiana Burki
Juniperus Virginiana Canaerti
Juniperus Virginiana Dundee
Juniperus Virginiana Glauca
Pinus Mughus
Pinus Nigra
(Austrian Pine)
Pinus Sylvestris
(Scotch Pine)

CANNED STOCK

Abelia Grandiflora
Gardenia Fortunei
Gardenia Mystery
Ilex Burfordi
Ilex Convexa
Ilex Helleri
Ilex Rotundifolia
Magnolia Grandiflora
Pyracantha Formosana
(light)
Pyracantha Lalandi
(light)
Crape Myrtle

Price and Quality Guaranteed to Please.

Visit us—Highway 72, 20 mi. east of Memphis.

CARTWRIGHT NURSERIES

COLLIERVILLE, TENN.

Phone 4352

permitted to project onto the right of way and in some areas no roadside signs are permitted at all. The trend is toward wider rights of way, sometimes 200 or 300 feet. Under such conditions only extra-large signs are effective.

Permission must be obtained from the owner of the property on which you wish to erect your sign. Sometimes this can be secured without charge, but more often a small fee or a payment in merchandise is involved. There are sign companies that will make your signs, arrange for places to erect them, and maintain them on a rental basis. You may find this plan more economical than to own the signs, especially large ones which are subject to wind damage. At any rate, all signs should be kept well painted and repaired or they will make an unfavorable impression on the observer.

Panel Board Signs

Many garden center operators erect signs in conspicuous places on their grounds to tell the customers what they have to sell. The best of these are panel board signs with removable panels that permit the advertising of a wide assortment of plants and garden merchandise. No one knows how much, but it is certain that a great deal of buying (other than necessities) is done on impulse. The more suggestions you offer your customers the more impulse buying will result. Panel board signs make it easy for you to offer a perpetual series of suggestions.

Use the panel board signs to advertise seasonal merchandise. When your bulbs come in from Holland announce that fact; when it is time to plant roses tell your customers; suggest the proper time to spray for bagworms and red spider or to fertilize the lawn. The more helpful you can make your signs to your customers the more merchandise you will sell.

Panel board signs to be most effective should be placed at right angles to the flow of traffic as near eye level as possible and in a position where they can easily be seen and read. Have them read the same on both sides so the passer-by will get your message no matter which direction he is traveling. Because panel board signs will produce best results when seen by large numbers of people, they will be most beneficial to garden centers located on busy thoroughfares.

Newspaper Advertising

Perhaps the most universally used medium of advertising is the newspaper. Its potentialities should be

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**At convention time—
“when good fellows get
together . . .”**

Our “Thanks” . . . and a Pledge to the Future

Our thanks for the orders you’ve
given us during the past year.

Our deepest appreciation for the time
and courtesy you’ve shown our men.

Our Pledge for the Future—continued
efforts to make the best gardening
products possible . . . so that all of
us may grow and prosper.

SWIFT & COMPANY

Plant Food Division • Chicago 9, Illinois

**For the best in gardening supplies . . .
The VIGORO family of gardening aids**

Golden Vigoro®
Vigoro
Instant Vigoro
Vigoro Rose Food
Vigoro Camellia-
Azalea Food
Vigoro Plus Chlordane

End-o-Pest Garden Dust
End-o-Pest Rose Dust
End-o-Pest Garden Spray
End-o-Pest Ant and
Lawn Insect Dust
End-o-Pest Ant and
Lawn Insect Spray
End-o-Pest Tree Spray

End-o-Weed
Lawn Weed Killer
End-o-Weed Crabgrass
and Chickweed Killer

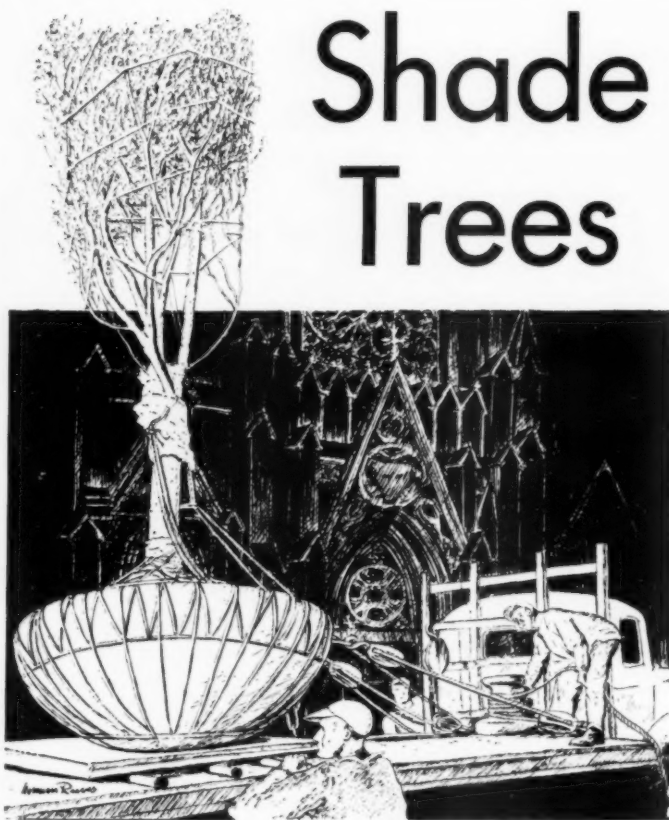
Additional Specialties Available in Certain Markets

Pat. Nos. 2618546, 2618547 and others pending

*Vigoro is a registered trademark of Swift & Company.
Copyright 1956, Swift & Company.



Shade Trees



Among Shade Trees Available for Late Summer and Fall...

- 1000 *Platanus acerifolia*, 2 to 2½-in. cal.
- 500 *Platanus acerifolia*, 2½ to 3-in. cal.
- 500 *Platanus acerifolia*, 3 to 3½-in. cal.
- 500 *Platanus acerifolia*, 3½ to 4-in. cal.
- 250 *Platanus acerifolia*, 4 to 4½-in. cal.

Specimen Flowering Crab Apple in following varieties: *Floribunda*, *Atrosanguinea*, *Hopa*, *Eleyi*, *Scheideckeri*, *Theifera* (*Hupehensis*), *Katherine*.

Sizes: 7 to 14 ft. Caliper, 1¾ to 4½-in.

Many other varieties and types of shade and flowering trees, shrubs and evergreens—also ground covers.

Inquiries invited as we do not publish a catalog — better yet, visit our nursery, make selection and receive quotation on the spot.

Plants sold B&B only.

HOWE
Nurseries

PENNINGTON,
NEW JERSEY

Phone: Pennington 7-0700

thoroughly explored by the garden center operator to discover how it can serve him best. A great deal of money can be wasted in newspaper advertising unless it is done intelligently. This is especially true in the larger cities where the space rates are high.

In the retail nursery business you can interest more customers by advertising ideas than you can advertising specific plants. This may seem unrealistic, but consider the facts. The average person is woefully uninformed about the products of the nursery business. He knows that nurserymen grow roses, shrubs, shade trees, evergreens, etc., but when it comes to specific plants he usually gets lost. He will refer to "pine trees" or "cedar trees," having in mind all evergreens, or he will talk about "shrubbery," meaning thereby all plants.

He knows a great deal about electric ranges, refrigerators, TV sets, cars and power lawn mowers and what they will do for him. He does not need to be told about the utility of clothes, paint or soap; he knows those things. When he sees any of them advertised he is interested only in the advantages of that particular brand, its efficiency, durability, price, etc. But what happens when he sees an ad of, let us say, *Hopa* flowering crab? He is not sure whether it is a fruit tree, a shrub or a vine. Unless he is told, he has no idea what it is for or how it can be used, and it takes a lot of advertising space to give him this information. A garden center operator has so many things to sell that if he were to attempt to educate the buyer in this manner on all of his stock, he would never get the job done.

Specific Advertising

The buyer of nursery stock is primarily interested in plants to do a specific job: Provide shade, screen unsightly areas, produce fruit or flowers for the home table, outline a terrace, mark the property line or make his whole yard so beautiful that he will be the envy of his neighbors.

It is to these basic interests of the customer that the advertising appeal should be directed. For example:

ENJOY THE THRILL OF CUTTING ROSES FROM YOUR OWN GARDEN

What fun it is to have enough roses to brighten your table all summer and perhaps supply the neighbors, too. It is easy to create a rose garden in your own yard overnight by planting our potted roses already established and ready to keep right on growing.

Fifty splendid everblooming varieties

Green leaves growing greener . . .



IT'S EASY TO TELL which plant is suffering from iron deficiency. Contrast the scanty growth and leaf mottling on the right with the lush foliage growth on the left.

VERSENOL IRON CHELATE gives your plants an extra shot of iron to overcome chlorosis

Iron is a "must" with all growing things. Watch foliage for the first symptoms of iron deficiency. Leaves start yellowing, with the veined structure staying a darker green. Then watch what happens after you apply VERSENOL® IRON CHELATE! Leaves turn and stay dark green. Growth is stimulated, and bloom is flushed.

What VERSENOL IRON CHELATE Does

The first chelated iron product to perform well on both alkaline and acid soils—VERSENOL IRON CHELATE makes soluble iron available to the plants in one application. Easy to apply—instantly soluble.

Also available—VERSENOL IRON CHELATE on Vermic-

ulite conditions the soil while supplying iron. It's easy to handle and may be premixed with potting soil or dry fertilizer.

Costs ½¢ to 2¢ per plant

That's all it costs! So don't let your shrubs, ornamentals, trees and turf starve for iron. Give your supplier a call and ask for complete information on VERSENOL IRON CHELATES and VERSENOL IRON CHELATE on Vermiculite. Available in sizes to fit your needs—from 1 lb. to 100 lbs. Information is also available from THE DOW CHEMICAL COMPANY, Agricultural Chemical Sales Department, Midland, Michigan.

you can depend on DOW AGRICULTURAL CHEMICALS



SOMETHING NEW!!

Machine-Packaged Nursery Stock Ideal for Garden Center Sales

Hundreds of enthusiastic customers have built up their sales with our attractive eye-catching package. Let's talk it over at the convention, or write us for details.

Write us for quotations on ornamentals, fruit trees and Pacific Coast grown roses.

GREENING NURSERY CO.

MONROE, MICH.

Phone: CHerry 1-8880

from which to choose. Come out to see them today.

Another example:

**DON'T SUFFER
FROM THE SUN
THIS SUMMER!**

You can keep your house cool by planting shade trees in the right places. We will be glad to help you select the best varieties. Come out to see us today.

A Minnesota garden center had too many birdbaths. Instead of advertising birdbaths at a cut price it inserted an illustrated ad playing up in a clever and humorous way the idea that birds like to be clean and "you can help them by putting our birdbaths at their disposal." The result was a phenomenal sale of birdbaths.

Selling Ideas

With thought, you can come up with a whole host of ideas that will appeal to your customers. Here are just a few:

Landscaping your home will make it a more pleasant place in which to live. "It isn't a home until it is planted" is an old-time slogan in the nursery business.

Landscaping is an investment, not an expense, because the value of your property will be increased a great deal more than the cost of the planting.

When you plant trees and shrubs they immediately begin to increase in value. Nearly everything else that you buy becomes less valuable when you begin to use it.

Increase the size of your home by adding an "outdoor living room."

Terraces are fashionable (maybe you call them patios). They become "ritzy" when bordered with fragrant flowers, colorful shrubs or rich evergreen hedges.

Nursery stock has a great natural appeal. It has color, form, texture, fragrance, utility, beauty and life. Advertising men constantly remind nurserymen that they are missing the boat by not playing up these attributes. They say that no other product has so many worthwhile intrinsic qualities.

Good Illustrations

Illustrations are a big help in making a newspaper advertisement "pull," but too often they are the wrong kind of illustrations. Let us take for example the advertisement with the headline "Enjoy the Thrill of Cutting Roses From Your Own Garden." More often than not such an ad would be illustrated with a drawing of a man down on his knees planting a rose bush, in other words, working. How much more appro-

[Continued on page 46]

WHY Your New Mobile Work Unit Should Be a JOHN DEERE

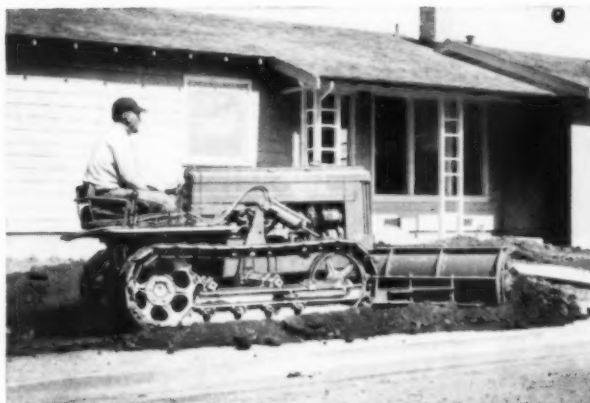
FIRST of all, a rugged, quality-built John Deere Crawler or a John Deere Utility Wheel-Type Tractor will serve you faithfully in a hundred-and-one ways, as John Deere Tractors have been doing down through the years. "John Deere dependability," owners call it.

Next, when you choose a John Deere, you know you have a tractor that simply can't be beat for holding down costs. That is all-important to you. For more than 30 years, economy has been a "second name" for John Deere Tractors.

Finally, these tractors bring you amazing work power for their size, plus the kind of comfort, convenience, and ease of handling that will please the most particular operator.

Get acquainted with these modern time- and money-saving tractors and equipment now at your nearest John Deere dealer's store. You'll be glad you did!

Right—John Deere "420" Utility Tractor and portable roller. This is one of many "pick up and go" tools that mount on the tractor's standard 3-point hitch.



A great outfit for landscapers and builders—the John Deere "420" Crawler (with approximately 25 drawbar horsepower) and John Deere 6-foot dozer blade. So compact, it maneuvers within a one-car garage!



Above—The Utility Tractor and Power Hole Digger—today's easy method for digging holes for posts, guard rails, tree settings, and construction work. Digs as deep as 40 inches; several auger sizes.



John Deere Crawler and Heavy-Duty Industrial Loader-Scarifier. Just the outfit for low-cost excavating, leveling, dirt moving, and similar jobs.

Send for FREE Literature

JOHN DEERE, Industrial Division • Moline, Ill. • Dept. D-28A

Please send me your new illustrated booklet on John Deere Tractors and Working Equipment. Include name of nearest dealer.

Name _____

Address _____

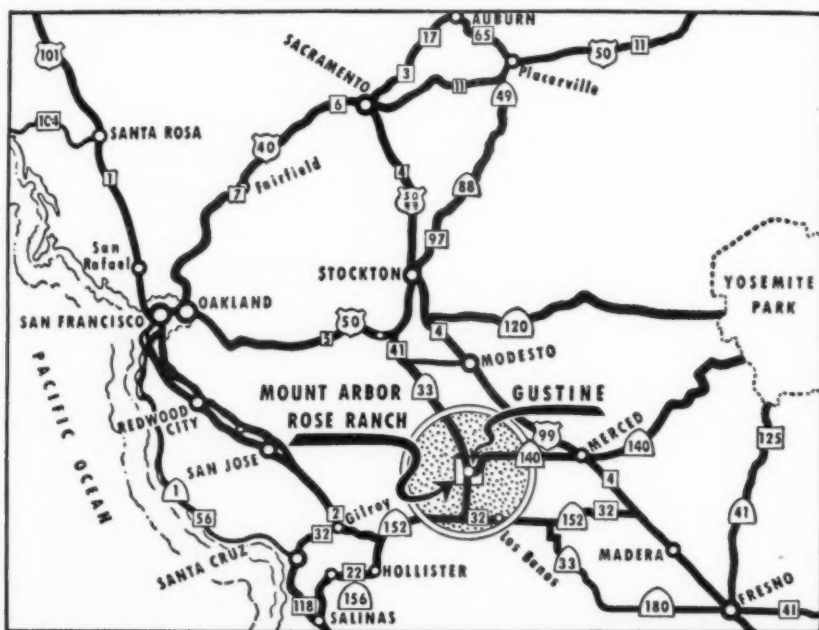
City _____ State _____

JOHN DEERE
Industrial TRACTORS and Equipment

SEE 25,000,000 ROSE BLOOMS

AT THE MOUNT ARBOR ROSE RANCH
NEAR GUSTINE IN NORTHERN CALIFORNIA

You can see this glorious sight when you drive to or from Los Angeles or on the free bus tour from the convention special train at Merced.



Visit or phone our office at the junction of Highways 33 and 140 in Gustine. Bill Moffet, the manager of our Rose Ranch, will escort you through the fields. If you are in Gustine when our office is closed, just phone Wm. B. (Bill) Moffet at his home.



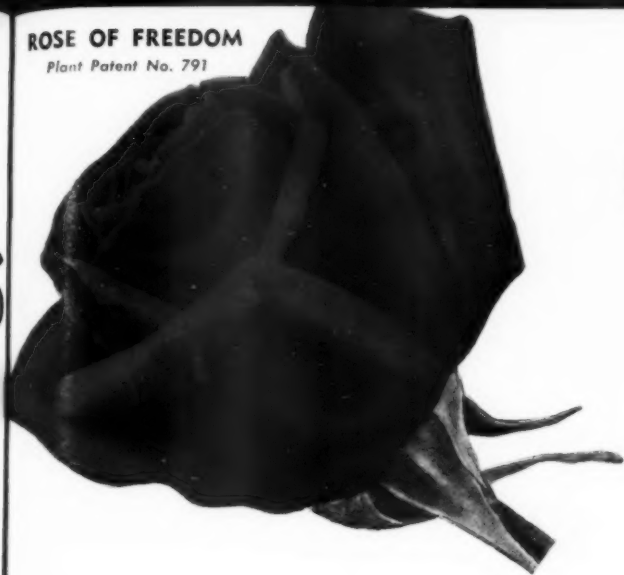
One of America's Foremost Nurseries Since 1875

Mount Arbor Nurseries
• SHENANDOAH IOWA •

The Seal of Superior Quality and Service

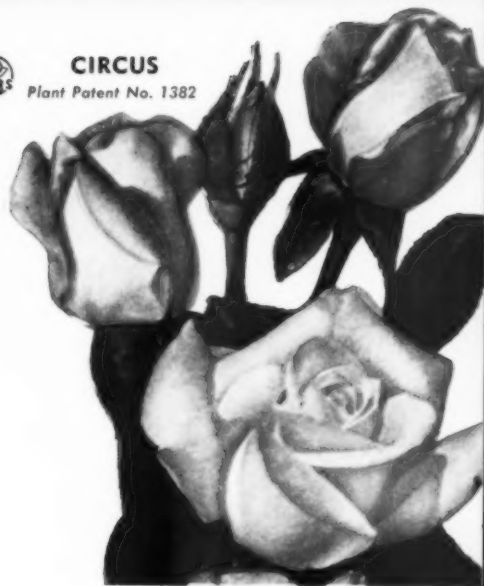
ROSE OF FREEDOM

Plant Patent No. 791



CIRCUS

Plant Patent No. 1382



QUEEN ELIZABETH

Plant Patent No. 1259



America's Finest Roses

are grown on the

**MOUNT ARBOR
ROSE RANCH**

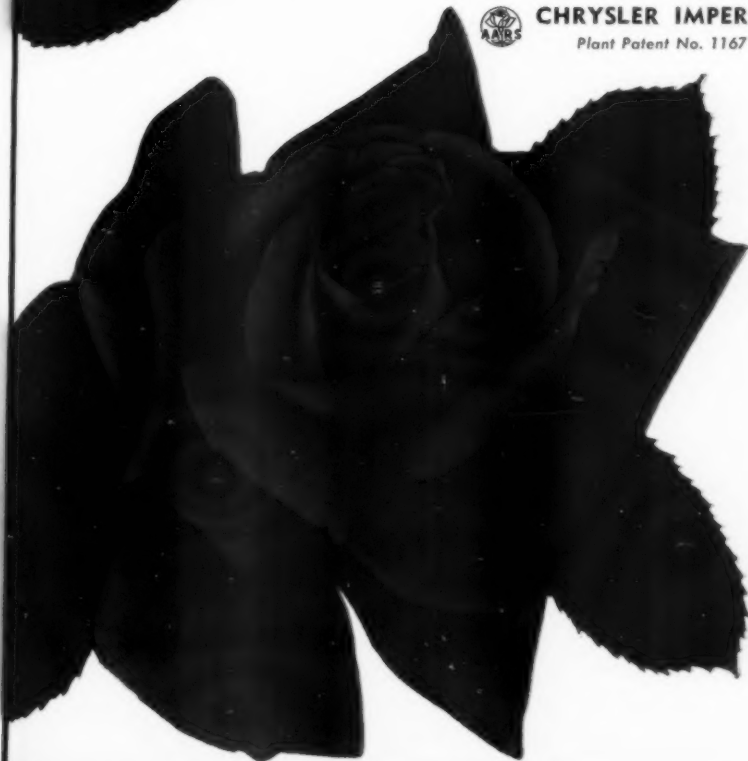
at Gustine in Northern California

under irrigation on new land; vitalized by that famed California sunshine; fertilized and dusted frequently to insure maximum growth; and naturally ripened by heavy frosts in December to insure storage in prime condition and vigorous growth when transplanted. Get the best—at highly competitive prices!



CHRYSLER IMPERIAL

Plant Patent No. 1167



GOLDEN SHOWERS

Plant Patent Applied For



Oregon's Best Source of Good Roses

P&D presents

3

PINK FAVORITE

Winner of 1955 "Name the Rose Contest". Chosen for its long, pointed buds and abundance of glossy, rich green leaves. The leathery foliage is a new type and especially disease resistant. Blooms measure 3 to 4 inches across. Bush grows to about 3 feet and bears in moderate abundance. Beautiful for cut flowers... a credit to any garden.

Pat. Applied for

Select your needs now
from our new list of varieties.
We are already booking orders
for Fall '56 and Spring '57 delivery.
Special accommodation carload
rates to all major eastern points.
Each bush top-tied and labeled.

Peterson & Dering
ROSE GROWERS

SCAPPOOSE

OREGON

**EASTERN
NURSERYMEN**

For listings and quotations — contact our
eastern representative, Frank C. Donovan,
130 East 233rd Street, Euclid, Ohio.



Charter Member

EXT
Dedic
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Peters
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Exciting introductions

THE DUKE

A bi-color hybrid tea rose of rich, carmine red sprayed with gold beneath the petals. Blooms measure 5 to 6 inches across and have from 50 to 60 petals each.

Pat. Applied for

FT. VANCOUVER

A new hybrid tea rose of light clear pink on a bush that grows to 4 to 5 feet. Large exhibition-type blooms 4 to 6 inches across. Highly fragrant and lasts well when cut.

Pat. No. 994

P&D Roses are Budded on a "Super Strain" Multiflora Root



PAINSTAKING P&D RESEARCH

For the past few years, Peterson & Dering has conducted an extensive research program under the guidance of its hybridizer, Gordon Von Abrams (left). In its modern laboratories and extensive testing grounds, a continuous effort is being made to develop beautiful new roses that are hardy and disease-resistant.

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Developing New Plants For Modern Gardens

By Dr. F. L. Skinner

I spent the first 13 years of my life in Aberdeenshire, Scotland, and it was there that I learned to know and love the old roses, the mock orange, the lilacs, the rhododendrons and a host of other shrubs, trees and flowers.

In 1895, when my family arrived in Manitoba, there was little ornamental gardening being done on the Canadian prairies, and even in the city of Winnipeg it was several years after our arrival that the first lilac bush opened its flowers.

Many lovely flowers grew wild on the prairie in those days. Still, I missed the favorites of my childhood, and it was the desire to grow them that started me on my career of horticultural plant breeder. As soon as I was in a position to do so I imported a collection of about 140 roses, including all the old varieties available at that time. Unfortunately, none of them proved hardy, though I was able, by giving them some protection, to keep the hardiest varieties alive for a few years. I thought that grafting these on native rose stocks might give them a little extra hardiness, but in this I was disappointed. Then I decided to try to combine the hardiness of the wild roses with the beauty of garden varieties by raising hybrids between them, using the wild roses as seed parent.

I was successful in raising a number of hybrids, but owing to the fact that one of the parents was a pure species, many of that parent's poor qualities were usually dominant, and only in rare cases did I secure the results I had hoped for. Thinking that the crossing of two hardy species, using the hybrid as hardy parent, might bring better results, I raised a number of hybrids between *Rosa rugosa* and the three species native to Canada, and some of my better roses now have both *R. rugosa* and one of the native roses in their pedigrees.

Hardy Rose Hybrids

Some of my earlier rose hybrids, though they could not bear comparison with the garden roses, had some value as hardy flowering shrubs, and

Address, "Developing New Plants for Modern Gardens," given by Dr. F. L. Skinner, Skinner's Nursery, Ltd., Dropmore, Man., at the winter meeting of the Plant Propagators' Society, at Cleveland.

when I secured such fine-leaved species as *R. r. koreana*, primula and *laxa* (of *retzius*) I set to work to try to raise hybrids that would have good flowers and at the same time have clean, neat and attractive foliage that would work in well with landscape work. I already had some success in mating *Rosa blanda* with double-flowered forms of *Rosa spinosissima*, and by using these same forms on the three species mentioned have now secured a number of varieties ranging from three to six feet in height that have the desired attractive foliage as well as semidouble or double flowers of good form.

In the early days of the century, the only horticultural literature available to me was the experimental farm reports. A study of these showed that many of the woody plants that

had proved hardy on the Canadian prairies were natives of northern and northeastern Asia, so I collected all the literature I could buy relating to the climate and flora of that region. Atkinson's "Upper and Lower Amoor" and Younghusband's "Long White Mountain" were most helpful, both giving a great deal of information about the climate and flora of northern Korea, Manchuria and eastern Siberia. Throughout this region the prevailing winter winds are from the northwest, giving it extremely cold winters, while the flora is more closely related to that of western Europe and eastern North America than is that of north central Asia.

Syringa Species

When I visited the Arnold Arboretum in October, 1918, I was delighted to receive from Professor Sargent a few small plants of *Syringa dilatata* and *S. velutina* grown from seeds collected by Wilson on the Diamond mountains in 1917. I had previously received a collection of named lilacs from England, but many of them suffered at times from the



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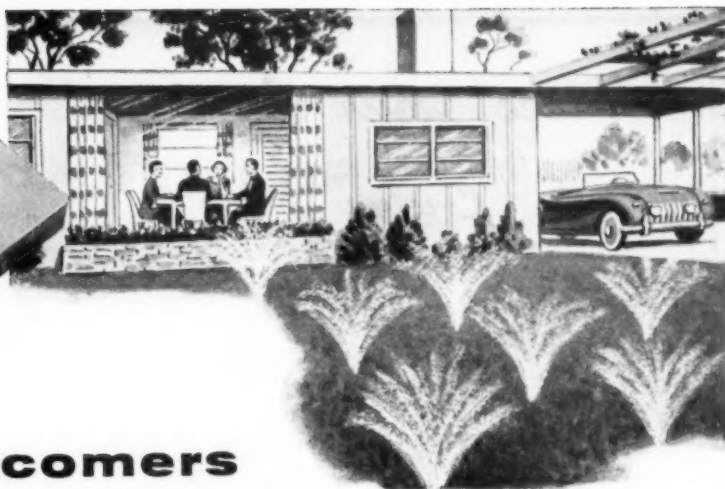
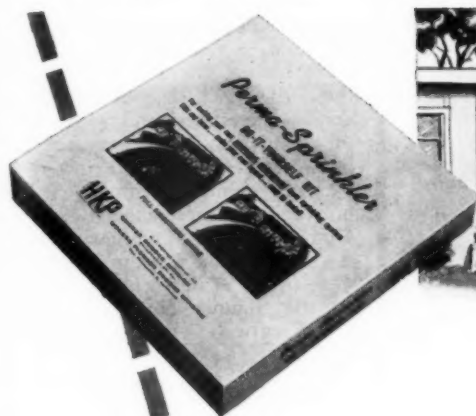
FORT WORTH, TEXAS

severity of Manitoba winters. The winter of 1920-21 was extremely hard on lilacs at Dropmore, and many of the vulgaris varieties killed back badly, while both dilatata and velutina came through without injury and flowered freely. Pollen of *S. dilatata* was used on the few varieties of *S. vulgaris* that flowered and some interesting hybrids were raised. I did not expect that they would have more than local interest, but a few were named. Some of these were sent to the Morton Arboretum and were so well received that I decided to do more breeding work with this type of lilac. Though the European varieties of lilac are beautiful, they have several faults when grown in the Great Plains area of America. Many sucker so much that they do not flower well unless given a great deal of attention. In some districts they suffer greatly from winter injury and late spring frosts, and in Iowa, where the tall corn grows, my friend Leslie Sjulin of Inter-State Nurseries, Hamburg, Ia. tells me, the lilacs grow so tall that one needs a ladder to enjoy the beauty and fragrance of some varieties. *Syringa dilatata* does not seem to sucker, and my first hybrids of it, now over 30 years old, still show no sign of suckering. It also seems to have a tendency to produce a high percentage of dwarfs among its progeny. One such dwarf is only three feet high at 20 years of age and has flowered freely for the past 16 years. Even the taller forms have a tendency to flower close to the ground. The dwarf forms should be especially suitable for planting near the modern bungalow type of dwelling.

Propagating Lilacs

At Skinner's Nursery, lilacs are propagated by grafting on villosa stocks, which seem to be congenial to most varieties. We have tried both grafting and budding on *Syringa japonica* and *Fraxinus viridis* with little success, and *Syringa vulgaris* varieties are difficult to root from green wood cuttings under conditions at Dropmore. *Dilatata* hybrids are a little more promising. However, we have found a great deal of variation in the response of different varieties to this type of propagation.

I became acquainted with the late Dr. W. T. Macoun many years ago, and in one of our talks about prairie horticulture he said there was a great need on the prairies for colorful vines that would take the place of the rambler roses and large-flowered clematis that were grown in the east. In *Lonicera*, there is a climbing native species (*L. dioica*), but its flowering period is short and it is



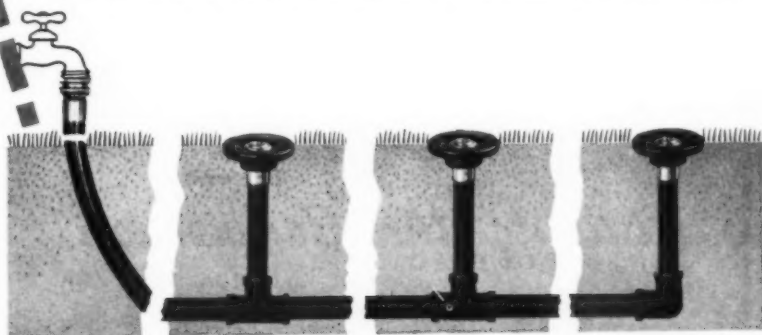
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not so colorful as *L. hirsuta* which I collected in northern Minnesota. I made several attempts to cross both these species with pollen of *Lonicera sempervirens* and at last was successful in raising four seedlings of *L. hirsuta*. Three of them were apparently identical with *L. hirsuta*, but the fourth resembled *L. sempervirens* in both leaf and flower and being sterile it continues to flower from June until cut down by severe frost. At the Skinner Nursery, we have found softwood cuttings or layering the best methods of propagation.

To bring the large-flowered clematis into the ranks of climbing plants that are hardy in the Great Plains area presents a number of problems. I have secured hybrids between *C. integrifolia* and some of the large-flowered forms that are intermediate in size and form between the parents, as well as floriferous, but their propagation in quantity is a considerable problem. Some of them can be multiplied, in a limited way, from softwood cuttings, but others are best propagated by division of the roots, which is at best a slow process. An attempt to secure larger-flowered forms by crossing the Dropmore hybrids with *durandi* failed to produce anything better than those already raised.

Hardy Clematis

Clematis macropetala and its near relative, *C. sibirica*, are promising as parents of a race of hardy woody climbers with large flowers; in a small plant of a hybrid between these two species, some of the flowers measured over five inches across. The colors of the hybrids range from pale blue to pale rose pink with a tendency to throw an occasional reddish or white flower. The hybrids are fertile, and about 500 seedlings were raised last year. Both parents and the hybrids can be raised from softwood cuttings.

It may seem hard to believe, but *Spiraea van houttei* requires protection if it is to flower freely on the western prairies, for only once in over 20 years has it flowered freely at Dropmore without protection. The introduction of the Korean *S. trilobata* gave me an opportunity to raise hybrids that have about the same ornamental value and are truly hardy. Both *S. media* and *S. betulifolia* have also been used at Dropmore in the production of new hardy shrubs.

Crataegus, *malus* and *prunus* are other families of woody plants that have been used at Dropmore in the production of new hardy ornamental plants.

In perennial plants I have done a

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great deal of breeding with lilies and chrysanthemums and to lesser degrees with anemone, aster, dianthus, iris, paeonia, primula and tulipa.

Lily Cultivation

My first work with lilies was done about 35 years ago with *Lilium concolor*, some bulbs of which had been imported from England a few years earlier. This form was self-sterile and not fully hardy and the increase one year was often killed out the following winter. Then I secured a few seeds of *L. concolor pulchellum* from Henry Correvon that had been collected for him in Manchuria. When the first seedling of *L. concolor pulchellum* flowered, the typical form was crossed with it, giving rise to the Dropmore concolor which won an award from the Royal Horticultural Society when shown in 1926 by Amos Perry.

The introduction of *Lilium willmottiae* led to a great deal of work on breeding lilies both by Miss Preston, of Ottawa, and myself, and a wide range of color and form has been secured by mating this fine lily with some members of the umbellatum group.

The introduction of the Regal lily gave a great impetus to the cultivation of the lily, but it was not wholly suited to conditions in Manitoba, and the severe winter of 1941-42 removed the last Regal lily from my garden. *Lilium henryi* and a form of *L. centifolium* grown from seeds sent me by the late William Saunders of London, Ont. (son of Dr. Saunders who founded the Dominion experimental farm system) both proved hardy, and by using pollen I had secured at the American Lily Society's shows I have been able to build up a race of hardy trumpet lilies that vary from pure white to pale pink and deep rich yellow. The Martagon lily and its hybrids have also proved useful to work with, and I now have hybrids of it that range from white to almost black, with a constitution that has enabled some of them to become naturalized in the aspen woods near my home.

The work of the United States Department of Agriculture at Beltsville, Md., with the use of hormones and disinfectants in the propagation of lilies from scales has removed many of the hazards of lily propagation and enabled the breeder to multiply indefinitely the best results of his work.

Hardy Chrysanthemums

Twenty years ago chrysanthemums that would flower outdoors in western Canada were unknown. At that

[Continued on page 44]

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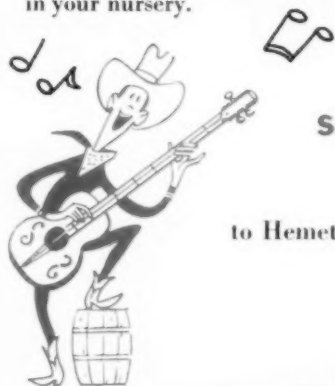
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AS A TEN GALLON HAT

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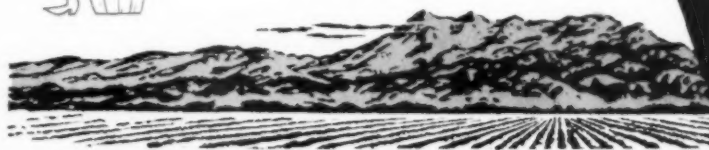
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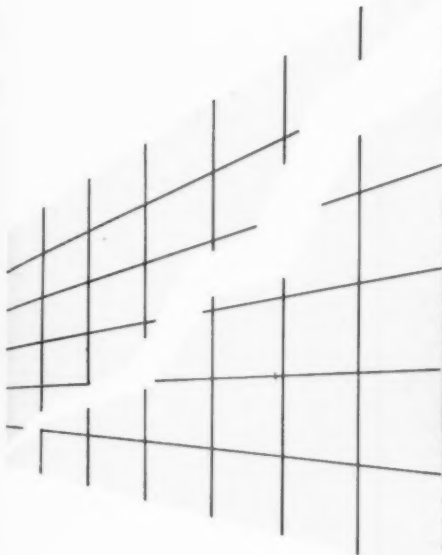


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NOTICE

TO CHRISTMAS TREE BUYERS

When this goes to press, I will be in Canada. Even so, I would like to bring you up to date on my Christmas tree operations.

A few years ago, I made a trip into Canada with the twofold purpose of vacationing and buying a car of Christmas trees for my retail lot. After covering quite an area in the woodlands, I located a stand of fir that I was able to buy still standing. It was a Christmas tree cutter's dream, as all the trees were averaging six to seven feet tall and spaced about six feet apart in an open field.

In season, I returned, hired two brothers who were experienced in cutting and bundling, and, needless to say, I had an excellent car of Christmas trees which I shipped to Champaign, Ill.

The following year I returned to Canada with orders for three cars of Christmas trees. My volume has increased yearly and last year (1955 season) I shipped twenty-one cars of fine trees.

We readily found out, of course, that marketing and producing are two distinct and very different phases of the industry. For instance, **there are balers who can tie up an excellent-looking bale and any buyer would accept it as a package, but there would not be a tree in the bale.** For this reason I have found it necessary to be on the job and inspect personally (or have my personal representative inspect) every car I ship.

The Canadian government has seriously considered inspection of some kind, to insure quality in bales carrying tags from the various producing areas. To date they have not hit on any feasible procedure. The Department of Lands and Forests is intensely interested in the industry, and last year sent representatives to the U.S.A. to survey the various markets and to observe the quality of Christmas trees arriving on the market.

Certainly most buyers want good trees, but frankly only a few really get the good ones under the present regulations. But good trees can be obtained if you know the country and the people and **follow good buying practices.** I have always insisted on quality and, on the whole, I think I have been shipping from Canada an excellent-quality Christmas tree.

The industry in my producing area is some thirty years old and, needless to say, all the producers have grown up with the movement and have, as a consequence, learned all the angles. I can show you **a number of U.S.A. importers who have had their eye teeth cut up there,** but I try to follow the rules and so far my customers have been satisfied customers.

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time some of the Azaleamums and Clara Curtis had been tried but with only moderate degree of success. I had grown several species including the weedy looking *C. zawadski*, an Austrian species that had the virtue of being hardy and flowering in Manitoba in late August. Then while on a visit to Hartford, Conn., I had the good fortune to meet the late Alex Cumming, and I learned from him how to get chrysanthemums to set seed. *C. zawadski* now proved invaluable, for it was able to transmit to its hybrids the necessary qualities of early flowering and hardiness, and until recently all my chrysanthemum breeding was based on *C. zawadski* and its hybrids. Chrysanthemum *arcticum* as cultivated in this country has been too late in flowering to be of any use in Manitoba, and none of its hybrids that I have been able to secure have ever flowered out of doors at Dropmore. In 1947 I visited the Aberdeen, Scotland, University Botanic Garden, and there I saw a variety of Chrysanthemum *arcticum* in bloom in July. I was eventually able to establish this form, and it is now being used in breeding work by both Dr. Viehmeyer, of North Platte, and myself. At both places interesting results are being secured.

The foregoing has been a review of some of the work being done at Dropmore that is of fairly general interest. Much breeding and introduction work has also been done that, though of more local interest, has provided me with some interesting problems. In Sweden in 1947 I saw some of the work being done in tree breeding at the Ekebo station and also some specimens of *Populus tremula erecta*. Dr. Keillander, who was in charge at the time of my visit, informed me that in Denmark hybrids of *Populus tremula* had been rooted from softwood cuttings and once on their own roots were easily grown from root cuttings. I have managed to introduce the erect form of *P. tremula*, and while it buds easily on *P. tremuloides*, budded trees on this stock would not be satisfactory for general distribution, and I have not yet succeeded in getting it on its own roots.

Willows and Poplars

In my breeding work with willows and poplars I find it necessary to bring in flowering wood of such things as weeping willows and Lombardy poplars from some considerable distance. They do not flower well after having been en route for several days. A method of handling such material so that it could be

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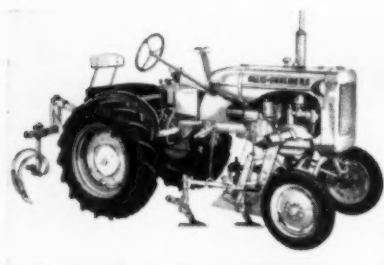
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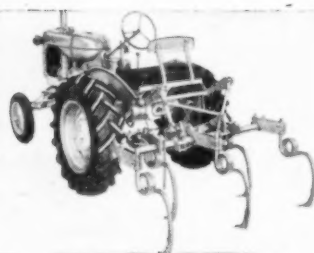
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brought into bloom when wanted would help me a great deal in securing the hybrids I need.

Tilia americana is highly susceptible to leaf mite in the Dropmore area, but *T. cordata* and *T. mongolica* are immune to this insect. We have raised a number of hybrids between *T. americana* and *T. cordata* that are immune to leaf mite and much faster growing than either parent. Under conditions at Dropmore these hybrids do not bench graft well, but I find that they do take well when budded on seedlings of *T. platyphyllos*. In this connection it is interesting to note that while *Syringa villosa* does well as a stock when bench grafted, it is almost useless if one buds the vulgaris hybrids on it.

Prinsepia sinensis is a shrub that few nurseries seem to be able to propagate with any degree of success. At Dropmore we have no trouble with it. The seeds are cleaned and sown in beds as soon as possible after they are ripe; the following August or early September most of them germinate and occasionally develop one or two true leaves. At this stage they do not look as if they would stand the northern winters, but by covering them lightly with dead leaves just before severe weather sets in, a high percentage will survive and start into growth as soon as the leaves can be removed in spring.

GARDEN CENTER OPERATION

[Continued from page 32]

prate and appealing it would be to illustrate the advertisement with a drawing of a pretty woman snipping rose blooms and putting them in the basket she is carrying on her arm.

Or consider the advertisement entitled "Don't Suffer from the Sun This Summer." The usual illustration of this would be a man digging a hole with a tree nearby ready to be planted. It would be better to show a man resting in an easy chair in the shade of a tree with a book in one hand and a glass in the other.

With few exceptions the nursery industry has been guilty of emphasizing the wrong things in illustrating advertisements. Instead of showing someone hard at work digging a hole, carrying a heavy tree or pushing a wheelbarrow, the illustration should show the homeowner enjoying the fruits of his labor: Eating strawberries, cutting roses, picking cherries or napping in the shade.

Nearly all daily newspapers subscribe to a mat service for the benefit of their advertisers. "Mat" is short for matrix, and a matrix is a



Jan de Graaff

OREGON BULB FARMS
Box 512, Gresham, Oregon

Phone: MOhawk 5-4498

LILIES

AND

DAFFODILS

Ask us for our descriptive catalog

Our bulbs are handled by our nation's leading nurseries. They will be featured in color and in special articles in POPULAR GARDENING, FLOWER GROWER, HORTICULTURE, SUNSET and other magazines this summer. Plant a display collection of our new Lilies and Daffodils in your garden or nursery. We stand ready to fill all orders, large or small. We shall be glad to submit suggestions for show collections or to make up special offers for local newspaper advertising.

VISIT OUR FARMS

SEE THE NEW HYBRID LILIES NOW IN FLOWER
YOU ARE ALWAYS WELCOME

Specializing in.....

BROAD-LEAVED EVERGREENS

We believe we have one of the finest collections of broad-leaved evergreens in the country and are growing them in quantity.

We also have fine blocks of Taxus, Hemlock, Juniper, Arborvitae, etc., in sizes ranging from cash-and-carry to heavy specimen landscape material.

Fall catalog ready September 1.

You are most cordially invited to visit our nurseries located on Rt. 73, 3 miles south of Reading, Pa.

ANGELICA NURSERIES

Phone: Reading 7-3831

R. D. 1, MOHNTON, PA.

thin sheet of fiber on which an impression of an illustration has been made. By a molding or a casting process these mats are made into a form which enables the newspaper to reproduce the pictures for illustrating ads. The newspaper has proof sheets of all mats from which the advertiser can select the ones he wants to use in his ads. As a rule, the newspaper makes no extra charge for this service.

As far as the nursery business is concerned, the illustrations available from mat services are far from satisfactory. The selections are limited and most of the illustrations show persons working instead of relaxing.

LAKE AGASSIZ NURSERY, 1027 Eighth street, south, Moorhead, N. D., has completed construction of two outdoor salesrooms to expand present operations.

DAVID SPENCER, Springfield, Ill., was graduated from the landscape architecture school at the University of Illinois, Urbana, in June. He was the winner of the American Association of Landscape Architects' award for being the outstanding senior. He is the son of Elmer Spencer, vice-president of the Illinois State Nurserymen's Association.

We wish to express our sincere thanks to all our valued customers for the business they have given us the past year.

For the coming year we will have our usual quantities of quality stock and will do our best to serve the best interests of our customers.

VANDEBROOK NURSERIES, INC.

MANCHESTER, CONN.

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

Like any reliable company, we try to sell satisfaction first. You're always welcome to inspect our evergreens and trees in the field. Ask for list.

WARRINGTON & SON, INC.
BOX 146 GREENWOOD, DEL.

HIDDEN VALLEY NURSERY

offers Gleditsia triacanthos, Carpinus caroliniana, Pteris aquilina, Quercus palustris, Liquidambar styraciflua, Acer rubrum, Fraxinus americana, Morus alba, Robinia pseudoacacia, Betula papyrifera, Celtis occidentalis, Catalpa speciosa, Pinus strobus, Pinus nigra.

HUBERT VAN DUYN, Proprietor
Phone: MI 7-1158 MILLINGTON, N. J.

PACIFIC COAST NURSERY

Specializing in
**FRUIT TREE
 SEEDLINGS**
 and
**SHADE
 TREES**



**MYROBALAN
 MAZZARD
 MAHALEB
 APPLE
 PEAR
 and QUINCE
 SEEDLINGS**

Established 1914 by
 JOHN HOLMASON

Present Owners: JOHN HOLMASON and MARTIN and J. P. HOLMASON

Route 1, Box 114-B



Portland, Oregon

PIONEER SEEDLING GROWERS ON THE PACIFIC COAST SINCE 1914
THE LARGEST FRUIT TREE SEEDLING GROWERS IN THE UNITED STATES.

Our Fruit Tree Seedlings are grown in Oregon and Washington and are hardy, well matured and free from disease.

We ship in combination or pool cars to be distributed from some central distributing point. If you haven't tried our seedlings, send us a trial order. We aim to please.

We also grow Shade and Flowering Trees and Dwarf Pear Trees, one and two years old.

Visitors are always welcome to visit our nursery. We will be represented at the Los Angeles convention by our Mr. John Holmason and wife, Martin Holmason and wife and J. P. Holmason and wife.

French Apple Seedlings, Str. and Br.
Domestic Apple Seedlings, Str. and Br.
Bartlett Pear Seedlings, Str. and Br.
Calleryana Pear Seedlings

Myrobalan Plum Seedlings
Mazzard Cherry Seedlings
Mahaleb Cherry Seedlings
Angers Rooted Quince Cuttings

OUR PRICE LIST SENT UPON REQUEST.

QUALITY LINING-OUT STOCK

Two-Year Grafts In:

Exochorda wilsoni
Red Japanese Maple
Viburnum wrightii

Two-Year Transplants In:

Azalea mollis,
very hardy strain; yellow, red
Cotoneaster praecox
Euonymus alatus compactus
Euonymus vegetus
Ilex convexa, cuttings
Ilex glabra
Ilex helleri
Ilex rotundifolia
Juniperus hetzi
Taxus capitata, strong, 2-yr., S.
Taxus cuspidata, spreading
Taxus densiformis
Taxus hatfieldi
Thuja nigra
Thuja woodwardi

One-Year Transplants In:

Forsythia Lynwood Gold
Juniperus hetzi

Three-Year Transplants In:

Helleborus niger
Pieris japonica
Rhododendron carolinianum
Viburnum carlesii

VIBURNUM CARLESI

Strong, 2-yr. seedlings

	Per 100	Per 1000
4 to 6 ins.	\$15.00	\$125.00
6 to 8 ins.	20.00	175.00
8 to 12 ins.	30.00	250.00

Strong, 3-yr. transplants

	Per 100	Per 1000
12 to 18 ins., field rows, mail-order size	75.00	600.00

COTONEASTER PRAECOX

This is one of the hardiest cotoneasters and went through 20 degrees below zero without any harm. It has large berries like cranberries, which color up in the middle of August and remain on until very late fall. It grows rather flat and makes an ideal plant to mix in with foundation plantings and especially for ranch-type houses. We can offer for fall, 1956, and spring, 1957, the following:

Strong, 2-yr. seedlings, branched,

	Per 100	Per 1000
4 to 8 ins.	\$30.00	\$250.00

Transplants, 2-yr.,

	Per 100	Per 1000
8 to 12 ins.	50.00	450.00
15 to 18 ins., field rows	85.00	750.00

C. HOOGENDOORN

Turner Rd.

NEWPORT, R. I.

LINING-OUT STOCK

IN WIDE ASSORTMENT

Hardy Azaleas, Pink Dogwood, Japanese Red Maples, Old English Boxwood, Lilacs (French Hybrids), Evergreens, etc., in 1, 2 and 3-yr. transplants, at competitive prices. Write for list.

DEERFIELD NURSERIES

DEERFIELD STREET P. O., N. J.

Dr. E. N. Cory Honored

Dr. Ernest N. Cory, state entomologist and head of the entomology department of the University of Maryland, College Park, Md., was honored at a testimonial dinner May 24 at the university. Nearly 500 faculty members, professional friends and former students participated in paying tribute to Dr. Cory for his lifetime of service to the university, the state and the entomological profession. Dr. Cory will retire from the university staff in August to accept an administrative position with



Carville G. Akehurst, Akehurst Nurseries, Fullerton, Md., president, Maryland Nurserymen's Association, presents a testimonial scroll and a lifetime membership in the association to Dr. Ernest N. Cory, who is retiring from the University of Maryland after 47 years of service.

the university's British Guiana agricultural project in South America.

Dr. Thomas B. Symons, president of the university and director of the Maryland agricultural extension service, introduced the distinguished speakers and guests. Principal speaker at the dinner was Dr. P. D. Sanders, Richmond, Va., editor of the Southern Planter. A portrait of Dr. Cory was unveiled, and it was announced that a fund bearing his name has been established to aid worthy students attending the university's college of agriculture. Dr. and Mrs. Cory each were presented with a matched set of luggage as personal gifts.

Dr. Cory, who will be 70 in August, served as secretary of the eastern plant board from 1925 to 1956 and was president of the National Shade Tree Conference in 1941-42.

H. W. D.

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Breathtaking
NEW
Floribunda
Rose
"LITTLE
DARLING"

P. A. F.

Into the home of Carrousel, two new members are added to our family of beautiful Roses. "Little Darling" shown on this page will prove to be the most outstanding small Floribunda. This Rose of unexcelled qualities, with its indescribable blended colorings, rich and warm, glowing as it unfolds from a small bud to a perfect 2½-inch flower. Borne both singly and in clusters on long stems on a very hardy, tall and full bush, covered with lush, green, disease resistant foliage. As a cut flower its superb keeping qualities have been tested and proven that it will meet all competition. It is truly a great Rose.

ALSO

"Lady Luck"

a luscious shade of pink Hybrid Tea, with tall, slender buds, on a long, strong stem; well clothed with excellent foliage. As this Rose unfolds to a large Rose, we are filled with joy with the old LaFrance perfume, which it generously gives forth. Lady Luck boasts an excellent bush. These two Roses

will be our contribution to GOOD, NEW Roses for 1956-1957 introduction.

CONVENTION GREETINGS to our many "Carrousel" friends, and to new ones we hope to meet. We will be happy if we can add to your Convention pleasures. We will be represented at all times during the Convention at the Statler.

ELMER ROSES

6708 N. San Gabriel Blvd., San Gabriel, California

GERMAIN'S of California Present the FIRST PILLAR and CLIMBING ROSE in 16 Years to Win National ALL AMERICA AWARD

1957 WINNER



Golden Showers

Hybridizing Triumph of the Century

NO OTHER ROSE HAS THESE 6 SPECTACULAR FEATURES!

- FIRST Pillar and Climbing Rose in 16 years to win coveted national All America Award.
- FIRST Pillar Rose combining exquisitely shaped deep yellow *long pointed* buds with fragrant, high centered 25-30 petalled, 4 1/2-5 inch daffodil yellow flowers.
- FIRST winter hardy, everblooming pillar and climbing rose that blooms from first breath of EARLY spring, continuously through LATE fall.
- FIRST Rose variety that can be grown 3 ways (1) as a Pillar rose, growing 8 to 10 feet high without any support! (2) as a winter hardy, everblooming Climber, (3) as an eye-level symmetrical bush.
- FIRST Rose variety with such long, almost thornless, beautifully decorative bronze cutting stems. Ideal for spectacular cut flower arrangements.
- FIRST hardy Pillar having such wonderfully large, dark green, glossy foliage—so highly resistant to mildew and blackspot.

GOLDEN SHOWERS is another rose triumph of internationally renowned Dr. Walter Lammerts, creator of "Queen Elizabeth" rose, "Chrysler Imperial" rose, and other ALL AMERICA WINNERS.

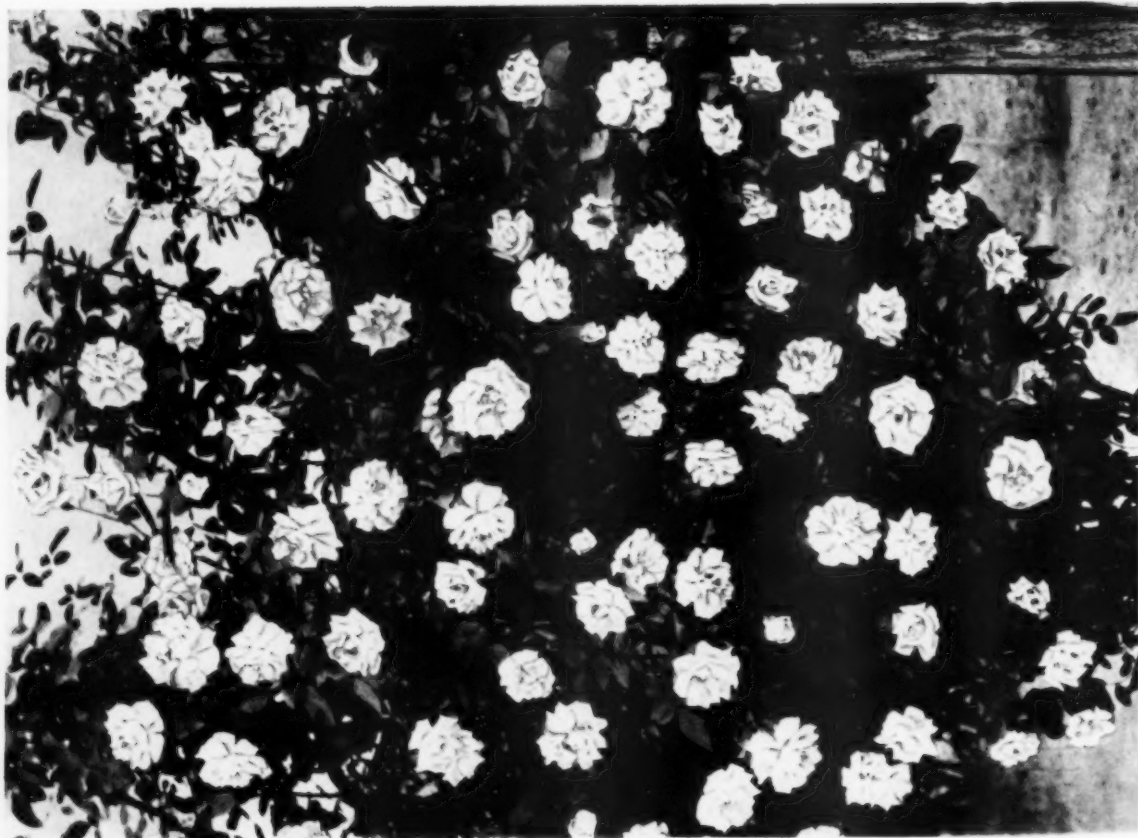
GET Your Business Booked NOW with Your Grower—On This Truly Spectacular Rose!

Golden Showers will be one of your most profitable sellers in 1957. Be ready for the huge demand! Order your supply of this sure top-selling winning rose—from your grower—NOW.

Write today for Golden Showers. Color Cuts available. Also for WHOLESALE LIST.



ROSE DIVISION LOS ANGELES 22



GREETINGS
from the home of

Stribling's
GROWING  QUALITY
**NURSERY
PRODUCTS**

WILLIS STRIBLING
will represent us at the
A. A. N. Convention
in Los Angeles.



**.. Northern
California's
LARGEST
NURSERY**

Boost '57 Sales with America's Sturdiest Stock. . .

- Fruit & Nut Trees
- Flowering Trees
- Shade Trees
- Ornamentals
- Grape Vines
- Tree-O* and
- S-37* Rootstock

Write for Our 1956-57
Wholesale Price List

Stribling's Growing Quality is more than a registered trade-mark . . . it's the reason why in the past 45 years Stribling's has been able to expand into the leading (and largest) nursery in Northern California. Stribling's Growing Quality can help you, too. By keeping old customers happy the word just naturally gets around . . . and you're in for bigger volume and greater profits year after money-making year.

We invite you to drop in and see us.



Stribling's
NURSERIES
(Office and Sales Yard on Highway 99 North)

P. O. Box 793
Ph. RAndolph 2-4106
Merced, Calif.

THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

IRRIGATION IN THE EAST

It has always seemed a paradox to me that in the far west, where the climate is both hot and dry, plants are transplanted the year around, while in the east, little summer transplanting is done. Similarly, in Florida, where it is warm all year around, there is planting all year around. In both those regions, growers know they have to water the plants; so they do it regularly.

Here in the east we are just beginning to realize the importance of supplementary watering to gardening, horticulture and even plain dirt farming. The comments I make cover both the home garden and also, later, nurseries.

The home gardener of today has somehow developed a tremendous inertia in watering his trees, shrubs, flowers and even vegetables. There have been entirely too many don'ts about watering written in magazines and uttered by professionals. The real truth of the matter is, if plants need water, they should have it at once. The rules that say don't water in the hot sun, don't water the foliage, don't water newly sown grass, don't make the plant grow too fast and all the other don'ts really are meaningless. For any damage ever done by watering, there are a thousand plants lost by failure to water.

Here in the east, where the humidity is fairly high and rainfall 40 to 50 inches a year, a proper understanding of what supplementary irrigation can do for the home gardener would add immeasurably to his success and satisfaction. A newly transplanted shade tree, for instance, is extremely sensitive to drying, and additional watering will help it establish itself much more quickly. One could also add to the quip about planting a \$1 tree in a \$5 hole that a tree properly watered the second, third and fourth year after planting will make double the growth of an unwatered but established young tree.

In a previous article I commented on the difficulty of growing summer-flowering perennials in tidewater Maryland and Virginia. The additional use of water really would help surmount this difficulty. In my section of Maryland it is not the cus-

tom to pipe water all over the lawn and garden area, but the custom could be established. Most homeowners have an outside spigot or two around the new house and that is all. Oddly enough, the Eastern Shore of Maryland is one of the rapidly diminishing areas in the United States where geologists say there is still an abundance of subsurface water strata easily tapped by wells.

As to nurseries, it would be ideal if the whole nursery could be piped for irrigation. Some nurserymen do have a good acreage so taken care of, but even those who do not can do many things to supplement nature's contribution of water. Complete irrigation not only reduces plant losses but can shorten by a year the time it takes to produce certain-size stock.

Most nurseries do have their seedling beds, frames, slat houses, etc., piped for irrigation, but only a few have the whole nursery piped or laid out so that portable pipes can

be used. A less expensive method is to use a tank truck of some sort. This will often save tremendous losses on newly lined-out plants, although it is not practical for doubling growth. On nurseries situated as mine is, a number of relatively shallow wells (20 to 30 feet) could be sunk, if desired, from which to pump water for supplementary irrigation.

While the method is not often considered here in the east, the use of irrigation ditches or surface irrigation is practical in many places, according to what I have been told by a civil engineer.

With our changing times and increasing population there is a greater need for a fuller understanding of the uses of supplementary irrigation. It can do successfully three things for us. It can, when used sparingly, save many plants; when used modestly, keep plants in good health, and when used to the full, can increase production tremendously. E. S. H.

GARDEN GATE OPEN

The spring gardens at the Garden Gate, Brookville, N. Y., recently opened to the public on a free admission basis, were the subject of an article recently in the Glen Cove, N. Y., Record-Pilot. According to

RHODODENDRONS

Well-rooted, grafted, field-grown. 1-yr., 15 to 18 ins.

Assortment of over 175 varieties includes:

AMERICA, best bright red
CARACTACUS, deep crimson, compact
C. S. SARGENT, bright scarlet
DR. H. C. DRESSELHUYTS, crimson
DR. H. J. LOVINK, bright crimson
DR. V. H. RUTGERS, crimson
E. S. RAND, red
F. D. GODMAN, dark red

IGNATIUS SARGENT, rosy-scarlet
LEE'S DARK PURPLE, dark purple
MRS. P. DEN OUDEN, good red
VAN DER HOOP, carmine-rose
VAN WEERDEN POEIMAN, fine bright red.
Also novelties and dwarf assortment.

The above assortment and our general assortment imported by plane. Delivery of all plants is made to the Plant Inspection House, Hoboken, N. J.

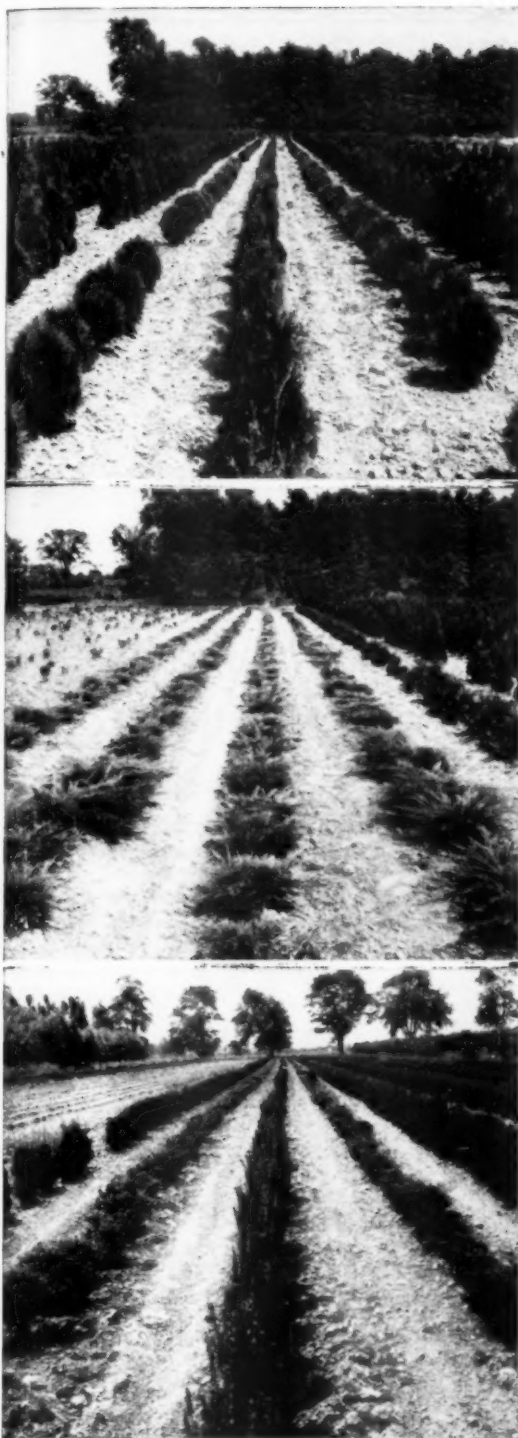
100 to 249	\$75.00 per 100
When ordering other material, \$65.00 per 100.	
250 to 499	65.00 per 100
When ordering other material, \$60.00 per 100.	
500 and up	60.00 per 100

- Price includes: Plane freight, insurance, brokerage and all other charges to Hoboken, N. J.
- Plane transportation eliminates: Heating, suffocation or sweating.
- From Holland to your nursery, 6 to 10 days, depending on your location.
- Avoid all red tape—we import for you.

Write for complete list, Azalea price list, or catalog with newest varieties to:

HOLLAND NURSERY PRODUCTS

P. O. Box 339, Madison Square Station
NEW YORK 10, N. Y.



Keep **your** nursery stock weed-free with **CRAG Herbicide-1**

Trade-Mark

You can use CRAG Herbicide-1 on many varieties of plants to keep them free of weeds—and to eliminate costly hand labor. Dugan Nurseries, Inc., of Perry, Ohio, used CRAG Herbicide-1 on forty-nine different species of nursery stock. The results were excellent!

Here are some of the plants that Dugan Nurseries treated successfully:

Ilex crenata convexa
Mountain laurel
Rhododendron hybrid seedlings
Pfitzer juniper
Colorado blue spruce
Globe arborvitae
French hybrid lilac
Canadian hemlock
Forsythia intermedia
Taxus hicksi
Taxus cuspidata
Redleaf barberry
California privet
Sweet mockorange
Viburnum teutana
Japanese bloodleaf maple
Flowering crabapple
Redleaf plum

You, too, can save money while keeping your fields free from weeds with CRAG Herbicide-1. And your stock will be healthier without competition from weeds.

Here's another advantage—since fewer cultivations are necessary, you avoid the possibility of cultivation damage to plants.

Get CRAG Herbicide-1 from your dealer now!



CARBIDE AND CARBON CHEMICALS COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street  New York 17, New York

"Crag" is a registered trade-mark of Union Carbide and Carbon Corporation.

DANEGGER'S QUALITY BARBERRY

RED-LEAVED BARBERRY

(Atropurpurea), 2-yr., seedlings.
Finest strain grown in U. S. (300,000)

	Per 100	Per 1000
Lining-out	\$ 4.50	\$ 40.00
6 to 9 ins.	6.00	50.00
9 to 12 ins.	9.00	80.00
12 to 18 ins.	12.00	110.00
18 to 24 ins.	16.00	140.00

(Thunbergi atropurpurea)

	Per 100	Per 1000
4-yr., T., 9 to 12 ins.	\$24.00	\$20.00
4-yr., T., 12 to 18 ins.	28.00	24.00
4-yr., T., 18 to 24 ins.	32.00	28.00
4-yr., T., 2 to 2 1/2 ft.	36.00	32.00

GREEN BARBERRY

(Thunbergi), heavy, 4-yr., transplants

	Per 100	Per 1000
12 to 18 ins.	\$24.00	\$200.00
18 to 24 ins.	28.00	240.00
2 to 2 1/2 ft.	32.00	280.00

DANEGGER'S HI-WAY NURSERY, INC.

With a "Growing" Reputation

Box 336

MILFORD, DEL.

the newspaper, the gardens were started in the late 1920's by Scheepers, Inc.; carried on by Wayside Gardens, Mentor, O., and are now being redeveloped by Landscape Associates, Inc.

At the rear of the formal walkways, among a wide variety of flowering plants, is wild garden area showing a naturalized setting with dogwoods and rhododendrons and 20 acres of nursery grounds. The working nursery area is open to the public also, and the Garden Gate Shop is described as an attractive place.

DISNEYLAND PROJECT

[Continued from page 12]

setting for the several sections of "Frontierland"—magnolias to set off a plantation house, boat dock and river port; Joshua trees, cacti, sagebrush and other desert plants to create the illusion of the Painted Desert; oak, cottonwood, twisted pines and bush lupines, to clothe hills and mountains—where the visitor can travel by river boat or stagecoach amid scenes of America's frontier history. The transition from "Frontierland" to "Adventureland" is the lower Mississippi 100 years ago, the shores rich with vegetation and occupied by busy river ports. The New

"A friendly, efficient sales service"

E. D. ROBINSON SALES AGENCY

38 S. Elm St. P.O. Box 247
WALLINGFORD, CONN.

Representing

Adams Nursery, Inc.
Bristol Nurseries, Inc.
Barnes Bros. Nursery Co., Inc.
The Cheshire Nursery, Inc.
Gulf Stream Nursery, Inc.
Maxwell, Bowden & Rice, Inc.
A. N. Pierson, Inc.
Sunny Border, Inc.
Verkade's Nurseries

HEADQUARTERS FOR EAST MALLING ROOTSTOCKS

VAN HOF NURSERIES
Bristol Ferry Rd.
PORTSMOUTH, R. I.

BIG

We have one of the
largest available sup-
plies of big specimen
material, including:

AZALEA

- ILEX BUXIFOLIA
- ILEX OPACA
- TAXUS FASTIGIATA
- TAXUS REPANDENS
- TAXUS CUSPIDATA
- HYBRID RHODODENDRON
- TSUGA CANADENSIS
- GINKGO BILOBA

For 38 years
one of America's
leading nurseries

**TOWSON
NURSERIES
INC.**

Office and Nurseries
P. O. Box 175, COCKEYSVILLE, MD.

NORTHERN COLLECTED EVERGREENS FERNS

PLANTS

SHRUBS

WILLIAM CROSBY HORSFORD
CHARLOTTE, VT.

WINNING TEAM

for easier cash 'n' carry profits:

CLOVERSET POTS, the only low-cost pots which fulfill all 10 basic requirements for proper protection and easy selling of growing nursery stock . . . and

CLOVERSET HANDY CARTS which now make it easy to move potted stock SAFELY to display frames and to customers' cars, with no tipping, sliding or damage.

12 potted roses, or the equivalent, ride straight-up and secure in the Cloverset flat-bed HANDY CART!

Practical products for the modern nursery, developed for use in our own big retail salesyard and **PROVED IN USE** to be profit builders!

POTS are uniformly neat in appearance, last a year or more in the sales frame, safely contain roots, provide good drainage, are tough enough to withstand handling and wide enough to stay upright, yet easy for customer to remove; light enough to keep freight costs down, available in sizes for all stock up to young trees and so low in price they may be given away with the plant.

CARTS have 30x24x6-in. expanded steel bed, rigid tubular handles and ball-bearing front wheels; hold plants safely upright even over rough ground and stand flat and secure. Shipped in carton slightly larger than bed, with handles and wheels easy to bolt on. Shipping weight 54 lbs.; can go truck, freight or express. Price \$27.50 F. O. B. Kansas City.

TRY 'EM AND SEE FOR YOURSELF!
USE HANDY COUPON TO
ORDER CARTS OR SAMPLE POTS

Easy to fill

Easy to wheel along

Easy to unload

Cloverset Farm

105th & WORNALL RD.

KANSAS CITY 14, MO.

EASTERN POT DISTRIBUTOR, Moorestown Gardens, Inc.,
Moorestown, Burlington Co., N. J.

CLOVERSET FARM
105th & Wornall Rd., Kansas City 14, Mo.

Please send items checked. I enclose \$ _____
☐ Sample set of 5 pots, at 50c. (Limit one)

☐ _____ Handy Carts, at \$27.50; check enclosed
(quantity)
(or bill my account)

Ship by ☐ TRUCK ☐ FREIGHT ☐ EXPRESS

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

GREETINGS

MAY WE SUGGEST THAT YOU CONSULT OUR REPRESENTATIVES REGARDING YOUR REQUIREMENTS WHEN ATTENDING THE LOS ANGELES CONVENTION

Some of our specialties:

AZALEAS
BARBERRY (GREEN and RED)
BOSTON IVY and OTHER VINES
EVERGREENS
GROUND COVER PLANTS
HARDY FLOWERING SHRUBS
PERENNIALS
PRIVET IN VARIETY

Badge 1

DIAMOND STATE NURSERIES
MILFORD, DEL.

and

OUR

78th

YEAR

Badge 650

LOVETT'S NURSERY, INC.
LITTLE SILVER, N. J.

Orleans section faces a park along the river, where lawns and magnolias, crape myrtles and oleanders give it a feeling of the old south.

Horticultural Climax

"Adventureland" is considered the horticultural climax of the park. In this area the vegetation is that of the tropics, from the south Pacific, Brazil, Cambodia and Africa. Not all the plants in this section are truly tropical, since not all tropical plants can survive in California, but they create the desired effect. Philodendrons, elkhorn ferns and elephant's ears are a background for brilliant hibiscus, coral trees, wild cannas, flowering ginger and bird-of-paradise plants.

At the village in "Adventureland" one can board a boat from a dock that overlooks palms, thick underbrush and bulrushes, papyrus and tiger grass near the water's edge. The river banks hold animated animal and human figures in heavy vegetation that includes palms, sandalwoods, bananas, rubber trees, Brazilian peppers and dragon trees. Orchids and bromeliads flower among the tree branches, and iris and water hyacinths are seen in the water.

The entrance to "Adventureland"



HYBRID RHODODENDRONS

... as we grow them.

SEPERS NURSERY

N. Delsea Dr.
VINELAND, N. J.

LE FEBER & CO.

Est. 1907

Exporters and Nurserymen

We specialize in the better varieties and novelties. Our stock is of the best quality and well graded. If you have ordered from Holland and the plants were shipped by steamer, give us the opportunity to ship them for you by air. Your plants arrive in the strongest and healthiest condition.

If you have never ordered before from Holland, let us send you a sample shipment

BY PLANE

from our Boskoop Nurseries
to Plant Inspection House, Hoboken, N. J.
within 24 hours

AVOID LOSSES

CHARGES just AS LOW

1. In comparison with steamer freight, plane charges are just about the same, **JUST AS LOW**, for all 1 to 2-yr. grafted stock and other material of high value. We will be pleased to give you any information or *quotation on charges* you may desire.

SAVING on TIME (2 weeks)

2. Our fast "AIR-BRIDGE" from Holland to New York means for you: (a) Overseas transportation *by plane* saves you 2 weeks, which period several times caused "heating" of the plants, with result: losses. (b) Dock-strike damage and losses as there were in the past are avoided.

SAVING on OVERLAND CHARGES

3. Since we pack your plants plane-suited, in featherlight but sturdy boxes, *overland charges (RAILWAY EXPRESS) are very low.*

SAVING on INSURANCE

4. Insurance premium on plane shipments is approximately 50 per cent lower than for steamer shipments. If not otherwise instructed, your plants are fully insured on extensive conditions *from nursery to nursery*. Instructions regarding insurance will accompany shipment.

CHARGES calculated or QUOTED by us or our New York agent

5. Total charges, released Plant Quarantine House, Hoboken, N. J., including plane freight Holland-New York, import duty, inspection P. Q. House, Hoboken; insurance premium, brokerage, amount to approximately 40 to 100 per cent of stock value, such naturally depending on quantity, kind of material and amount of order. Packing at cost additional.

Please direct all correspondence and requests for catalogs and quotations to:

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P. O. Box 327, Madison Square Garden
NEW YORK 10, N. Y.

JAPANESE RED MAPLES

We Have the Best Dark Red, Well-Branches
3 and 4-yr. Maples Available

Liners and Heavy Potting Grades
in Large Quantities

HUBBS NURSERIES

Rt. 130

RIVERTON, N. J.

(VISITORS WELCOME)

Specializing in Japanese Maples from Seed

from the Plaza proved a difficult landscape problem because of its proximity to two completely different styles of architecture and to the relatively small areas in which to plant. Through the use of partial screening and materials suitable to either section, a solution was reached. Grasses and grasslike bamboos were used on the stream side of "Frontierland," and materials such as the Senegal date palm, jacaranda and bougainvillea, often found in the gardens of early Victorian houses in California, were used on the other.

In the process of the work, many interesting things happened that required sudden changes and last-minute work, some of which was highly specialized and often had to be done at night. A pond for a left-over alligator and a nesting place for the swans in the castle moat necessitated such emergency labor. A setting for a pirate ship restaurant in a heavily paved area was a difficulty solved by devising a desert isle of beach sand and strategically placing reeds and Senegal date palms around the edge of nearby water.

Vistas had to be kept clear, so that no minor features interfered with views of important buildings. Loading areas for special rides that were planned late in the progress of

WE WISH to take this opportunity to thank all our customers for the business with which they favored us and shall look forward to their continued patronage.

Quality Lining-out Stock Is Our Sepcialty.

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MOUNTAIN VIEW, N. J.

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Up to 4-in. cal. Ask for list of trees, evergreens and shrubs.

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EVERGREEN TREE LINING-OUT STOCK

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NEW low-cost OVERHEAD SPRINKLING SYSTEM

for NURSERIES, TRUCK GARDENS, HOME GARDENS...

100-foot system retails for \$18.24...

irrigates 2500 square feet

Here's an overhead sprinkler that you can use in your own nursery or sell to gardeners... at a cost way below other overhead systems.

The 100-foot Andrews Twin Tube Plastic Irrigator is mounted on 2x2-inch horizontal supports with 2x2-inch posts, 3½ feet high, every 10 feet. Galvanized steel mounting brackets with integral braces hold 2x2 stringers securely. Easily attached galvanized wire clips spaced one foot apart keep Irrigator in place. You sell the Andrews Irrigator, brackets and clips... customer buys necessary 2x2's from local source.

The Andrews Irrigator resists damage from sun, heat and cold... lasts for years. It differs from other plastic sprinklers in that it's made with round, open holes... not pierced slits. It operates on lower water pressure than other plastic sprinklers but can also be used with high pressures without damage. With normal water pressure and volume it will cover 2500 square feet. Run overnight it will soak this area to a depth of nearly 2 feet in average soil.

Each of the Andrews Twin Tubes carries as much water as all three tubes of ordinary sprinklers. This extra volume of water gives you a uniform rectangular pattern throughout the length of the Irrigator.

THIS IS THE SPRINKLER SEASON...
ORDER NOW FOR YOUR OWN USE AND RE-SALE!

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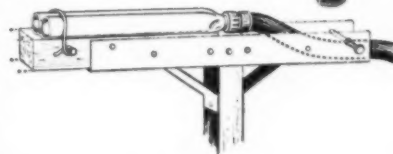
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ANDREWS TWIN TUBE SPRINKLER

100 feet long... on permanent steel reel. The only multi-tube sprinkler with round, open holes. Operates on any water pressure. High volume tubes carry twice as much water as ordinary triple-tube sprinklers.

100-FEET \$10.95



MOUNTING BRACKETS (11 for each 100 ft.)

Galvanized steel with integral braces. 12 inches long. 2x2 slips inside. Holes punched for nailing.

39¢ each

WIRE CLIPS (100 for each 100 ft.)

Rigid galvanized steel. Bent tip anchors them upright.

3¢ each

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has been our
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1893 . . .

Many varieties
in
wide color range.

For
Fall and Spring Sales
1 and 2-yr. plants.

Color catalog available.

JAMES I.
GEORGE
and SON, INC.

FAIRPORT,
NEW YORK

the construction sometimes required serious changes in paving and utilities, as well as landscaping for the additional structure, which might call for selected tree specimens that had to be found rapidly. Finally, there was the difficulty of working around the television towers from which progress shots of the work were constantly being taken, to the delay of planting work on their location.

Always Something

Disneyland, like most home gardens, is not considered complete, and may never be so. Additions will be continued. All important plants are now being labeled. Bedding plants, which here, as in the home garden, add color, will be changed from time to time to give a succession of bloom. Problems undoubtedly will continue to arise. But the achievement to date offers worthwhile lessons to the observer.

EASTERN TRADE REPORTS

Adding to the reports on spring business supplied by wholesale growers and published in recent issues of the *American Nurseryman*, Charles B. Staton, owner of the Possum Hollow Nurseries, Philadelphia, Pa., wrote as follows June 4:

"Spring, 1956, will be long remembered by local nurserymen as one of the most unusual seasons on record, with adverse weather the major handicap. April 9 the latest heavy snowstorm on record forced us to stop packing liners and rush outdoors to remove the snow from our large specimen evergreens, on which many boughs were bent to the ground. Despite continuing bad weather, business was excellent. All nurserymen seemed to have more good business booked than could be handled, always a healthy sign. All types of stock from liners to finished specimens moved well and are in continuing demand, as the late season has greatly extended the normal planting period.

"Buyers seem to be more selective every year and in search of the better items, such as ilex in variety, hybrid rhododendrons, pieris, the better azaleas, etc., and we are developing more liners of these types into finished specimens, but cannot meet the demand.

"With the season two to three weeks late, spring sales are continuing briskly, and with the weather now straightening out, planting conditions are ideal, all of which makes up for the slow start earlier."

Another eastern report is provided

GEO. FRANK AND SON PENFIELD, N. Y.

— Established 1924 —

PERENNIAL AND
ROCK PLANTS
All Leading Varieties

FIELD-GROWN, TRANSPLANTED
STOCK

Fresh Dug for Each Order

Specializing in
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Leading varieties. All sizes, 2 to 8 ft.
Write for list. Inspection invited.

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Box 158
GENESEO, N. Y.

OLD NURSERY STOCK

What other commodity grows more valuable as it ages — and does not have to be consumed to be enjoyed?

The most effective method of maturing lining-out stock is to use Ball Veneer Plant Bands and PlanTrays. Banded evergreens lend themselves to better handling methods all the way from the propagation bench to the shipping room and field. **No root-pruning—no expensive digging labor—no transplanting shock.**

There is no short cut in time. A plant represented as a 2-year-old liner must have had two growing seasons. Bands in Plan-Trays save **labor and space**. It is worth your while to conserve both, as they both represent money. **There is no substitute for the growing time** a plant must have to give it the necessary age value.

Write us for further particulars . . . or better yet, visit our display in Booth 50 at the Los Angeles convention of the A. A. N.

2 1/2 x 2 1/2 x 3-INCH VENEER PLANT BANDS

Packed 2000 per case

	Per 1000
0 to 4000	\$7.20
6000 to 10,000	6.85
12,000 to 24,000	6.60
26,000 to 50,000	6.30
52,000 to 100,000	6.05
102,000 and up	5.80

VENEER PLANTRAYS

NO. 3-X. 8 1/8 x 10 3/8 x 2 1/4 inches—to hold 12 2 1/2 x 2 1/2-inch bands.

	Per 1000
500 to 975	\$66.60
1000 to 2450	63.70
2500 to 9950	61.10
10,000 to 19,950	58.70
20,000 and up	56.50

NO. 3-SX. 13 x 13 x 2 1/2 inches—to hold 25 2 1/2 x 3-inch bands.

	Per 1000
1000 to 4875	\$93.95
5000 to 9875	90.85
10,000 to 19,875	87.70
20,000 and up	83.50



Here you see Mugho Pine liners in Ball Veneer Plant Bands, 2 1/2 x 2 1/2 x 3 inches. The banded plants have been in outdoor frames at the D. Hill Nursery, Dundee, Ill., through two growing seasons. At Hill's, virtually all their small evergreens are brought along in bands.



The *Euonymus patens* pictured above were propagated on the same date by the Chase Nursery Co., Chase, Ala. The plant on the right was potted in a Jiffy Pot, the other in a conventional pot. This is how they compared the first of May when they were ready to be transplanted to the nursery row. Which one would you prefer?

JIFFY POTS

The Ideal Container for Short Term Use in the Nursery

Most plants grown from softwood cuttings in sand with bottom heat require a period of time in a pot or other container to permit the roots to become established in soil. Where this time period does not exceed three months, Jiffy Pots should be used. The Jiffy-Potted plant is then planted, Jiffy Pot and all, either into the nursery row for growing on, or into the larger can or container in which it is finished off and sold. Comparison tests between plants so handled and those handled in the old-fashioned way show conclusively that Jiffy Pots give superior results.



2 1/4-Inch	Per 1000
3000 to 18,000 (3000, \$21.75)	\$7.25
21,000 to 72,000	6.75
75,000 and up	6.50

Sold in cases of 3000, F.O.B. our warehouse in West Chicago and Bayonne, N. J. Shipping weight 35 lbs. per case.

3-Inch	Per 1000
1500 to 9000 (1500, \$19.88)	\$13.25
10,500 to 49,500	12.25
51,000 and up	11.25

Sold in cases of 1,500, F.O.B. our warehouse in West Chicago and Bayonne, N. J. Shipping weight 35 lbs. per case.

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ROSES

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Southern and Northern California, Oregon, Arizona
Newest patented varieties
Best standard varieties

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Free individual labels and color
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PACKAGED . . . Available early in February . . .
In attractive foiled bags with peat.

POTTED Available March 1 . . . in CLOVER-
SET pots.

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For rose list and prices phone us collect,
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Especially for
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Forest Planting**

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FOREST NURSERY CO.**
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Both
**Transplants and
Seedlings**

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Write for Free Price Lists

SUGAR MAPLE

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Collected. Nursery-Grown.

Any quantity available.

1/2 to 12-in. cal.

Beech, Ash, Red Maple, Red
Oak, Birch and Shadblow
also available.

R. H. ROGERS NURSERY
COOPERSTOWN, N. Y.

ROSES

Central Pennsylvania Grown
Patented and Standard
Immediate or later delivery. Send for
list of evergreens and roses.

SHADE'S NURSERY
4907 Orchard St. Harrisburg, Pa.

by Charles S. Burr, president, C. R. Burr & Co., Inc., Manchester, Conn., whose comments as of June 4 follow:

"The spring season just finished has been marked in the eastern part of the country by chaotic weather conditions. Late and unseasonably cold precipitation caused us all to miss a considerable amount of the usual March and April business.

"Despite the poor spring weather conditions, demand exceeded that of a year ago and should increase this coming year. It is apparent here in the eastern section of the country that housing starts over the past several years will stimulate sales for several years to come. Youthful homeowners are acquiring a strong desire to beautify the exterior as well as the interior of their new homes.

"The supply of nursery stock continues to reveal shortages in taxus. Other items appear to be in normal supply. A constant increase in the cost of various materials and in labor indicates a need for price advances. It has been my feeling for some time now that prices of nursery material are low by several yardsticks, namely: Cost of production, return on investment, risks involved and intrinsic value of product."

LOS ANGELES SURVEY

[Continued from page 8]

part of the country's TV, either as live shows or film, originate in Los Angeles, partly because of the availability of acting, writing and musical talent.

The central area of Los Angeles, including the downtown section, most of the larger hotels, theaters and business buildings, corresponds practically to the original pueblo of 36 square miles platted by the Spanish founders. In the handsome civic center the City Hall, tallest building in southern California, affords a view of the city, ocean and harbor from its tower.

Historic Remnants

Two blocks from the modern buildings of the center is the old plaza, its original square shape changed to round in later years, the center of the city's life for much of its history. Facing the plaza is the Church of the Angels, built in 1822 by Los Angeles' first American citizen, Joseph Chapman. Left ashore in 1818 by an Argentine vessel captained by the pirate Bouchard, Chapman was at first held a prisoner, but since he was a skilled carpenter he was presently put to work. The church, later remodeled, is the cen-

AMAZING NEW CHEMOTHERAPEUTIC TREATMENT GIVES CUTTINGS AND SEEDLINGS AS MUCH AS 100% PROTECTION AGAINST DAMPING-OFF



20c worth of SUNOX
treats 100 sq. ft. of
propagating soil!

SUNOX TREATMENT NOW STANDARD PROCEDURE

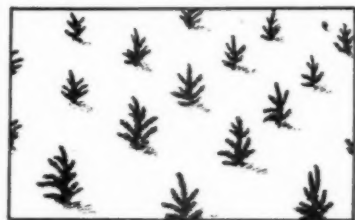
That's right—Sunox has proved so uniformly successful that nurserymen who have tried Sunox are now using it as a standard procedure in preventing damping-off and root rot. Here is what the Connecticut Nurserymen's Association passed along to its members—comments made by plant pathologists at the state agricultural experiment station:

"We have seen oxyquinoline sulfate* used successfully in cutting benches of taxus and for rooting cuttings of rhododendrons, azaleas and arbutus in pots. This solution watered on infected rhododendrons or azaleas in the homeowner's garden has brought these plants also through the trouble. . . . We have seen it used on two-year-old taxus liners that were being carted out of a field by the truckload. After application of this material the trees stopped dying. One treatment usually does the job."

And here are reports from nurserymen and growers in various parts of the country: "In December we used Sunox on 15,000 taxus cuttings. To date we have had no loss from damping-off."

"Concerning our experience with Sunox on evergreen cuttings, we are pleased to inform you that from our limited tests so far we are pleased with the results. Noticeable improvement was noted in texture and general appearance of foliage of Azalea Hino-Crimson cuttings. Leaf drop on cuttings of Ilex crenata rotundifolia disappeared after one application. Five times the recommended strength applied to cuttings of Ilex opaca and five varieties of taxus had no detrimental effect."

"We applied Sunox in a test for control of pre-emergence damping-off on both black and white spruce. Damping-off killed 75 per cent of the seedlings in the control bed, 50 per cent in the recommended treatment and less than 10 per cent in double the recommended measure."



HIGHER YIELDS, BETTER STANDS

"I used Sunox as a preventive and can say that I haven't had one spot of damping-off."

"I found Sunox to be very effective when I used it on seedlings in the greenhouse."

"I have found your Sunox very effective in damping-off as well as fungus which

*The active ingredient in SUNOX.

How would you like to double or triple your yields . . . grow healthier plants and obtain better stands in the field . . . without spending a lot of time and money? Pictured at the left is a new chemical which has been tested by college pathologists for the past 6 years. Since 1954, hundreds of nurserymen throughout the country used this amazingly effective treatment in the greenhouse as well as in the field. In case after case results have been astounding, often with a single application!

had been giving me plenty of trouble until I treated the soil as per directions. It is doing a fine job for me."

"A marked reduction in the mortality of the small trees was noted immediately after application of Sunox. We made three applications totaling 10 lbs. per acre on the affected areas with significantly good results."



Sunox is absorbed by the plant and fights infection from within the tissues.

DAMPING-OFF LOSSES SEVERE!

As you know only too well, losses from damping-off and root rot cut severely into growers' income. In heavily infested soil, damping-off fungi may produce a total loss by destroying the new roots before the seedlings emerge or by causing a rotting of cuttings at the soil level. There are several fungi which attack seedlings and cuttings but *Rhizoctonia solani* is usually the major culprit. Once present, it quickly spreads through the soil. If your yields have been averaging 30 to 40 per cent the chances are 9 out of 10 that *Rhizoctonia* is the fungus that caused the damage.



Rhizoctonia-caused root rot in tomato seedlings from infected soil, transplanted to inoculated soil. Note the dark-colored lesions characteristic of this fungus infection.

ASSOCIATION WARNS NURSERYMEN OF FUNGUS!

The rapid increase and widespread extent of *Rhizoctonia* infections led the Connecticut

Nurserymen's Association to warn its members of the destructive fungus. In a bulletin released in April, 1954, it said: "In the past two years there has been a decided increase in the occurrence of *Rhizoctonia solani*, a damping-off fungus, on nursery stock. The infections have been severe enough to cause the death of 'mature plants'." Said the report: "*Rhizoctonia* has been active in cutting benches of many woody species, particularly taxus and ericaceous plants. But it is not limited to these by any means. It has appeared in seedbeds of trees and shrub species, cutting them off at the ground level. It shows in liners in the field and on mature hemlocks and rhododendrons."

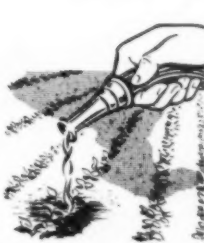
WHAT MAKES SUNOX SO SUCCESSFUL?

Basic sanitation is essential to good crops, but soil sterilization gives disease protection only for a very short time, sometimes only for hours. Sunox is not a soil sterilant. The secret of its success is chemotherapy. This means that the chemical is absorbed by plants from the soil through their root system, enabling the plants to resist and inhibit the spread of the disease. This treatment gives seedlings, cuttings and even mature plants relatively long-lasting protection against root-rot diseases and damping-off. Sunox has a low degree of phytotoxicity. Even with repeated applications, it is harmless to most plants. Extensively tested by college pathologists and used on millions of plants, this valuable chemotherapeutic has proved a practical and successful weapon for the control of *Rhizoctonia*-caused diseases as well as *Fusarium Wilt* of Carnations.

TREATMENT COST INCREDIBLY LOW!

Yes, damping-off control with Sunox is inexpensive indeed. For as little as 20c you can treat 100 sq. ft. of propagating soil. Since greenhouse operations cost about \$1.00 to \$1.50 per single square foot, you can protect your investment for about one-fifth of 1 per cent. This is because Sunox is effective at very low concentrations. 1 lb. makes 320 gals. of solution, enough to treat 2600 sq. ft. in the greenhouse or 1300 sq. ft. in the field. For tree seedlings such as white or black spruce, twice the concentration (1 lb. for 1600 gals.) is recommended.

SUNOX MAKES DAMPING-OFF CONTROL SAFE AND EASY!



All you need is a watering can. Add Sunox to the water — it dissolves instantly — and apply as a soil drench, 1 gal. for 8 sq. ft. in the greenhouse or 4 sq. ft. in the field. For larger applications use spray tank, letting the solution run through the hose without pressure. Sunox may be used before or after planting. Full directions with each package.

DEALER INQUIRIES INVITED

MIDVALE CHEMICAL CO., P. O. Box 205, LODI, N. J.

Please send me, delivery charges prepaid:

8 oz. Sunox—\$5.45

5 lbs. Sunox—\$36.75

25 lbs. Sunox—\$137.50

1 lb. Sunox—9.75

10 lbs. Sunox—65.00

50 lbs. Sunox—262.50

☐ check enclosed

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*Purchases of 5 lbs. or more will be billed at our regular terms of 2/10/30 subject to credit approval.

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City

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Box 205, LODI, N. J.

For Fall, 1956 or Spring, 1957

We have a few hundred of the smaller sizes in B & B taxus in variety. Also a few thousand 2-year liners in the good varieties. Will you come and see them this summer?

VERKADE'S NURSERIES

P. O. Box 336

NEW LONDON, CONN.

TAXUS CAPITATA

	Per 100	Per 1000
2-yr. sdgls., 3 to 6 ins.	\$10.00	\$90.00

Lining-out stock is our specialty. Complete catalog on request.

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LAST CALL

	Per 100	Per 1000
BOSTON IVY		
2-yr., T., No. 1.....	\$30.00	\$250.00
2-yr., T., No. 2.....	17.50	150.00
2-yr., T., No. 3 (shorts)....	10.00	75.00
CORNUS FLORIDA (White Dogwood)		
Below grafting size	5.00	30.00
Grafting and budding size..	7.50	60.00
Above grafting size	12.50	100.00
2-yr., T., 18 to 24 ins.....	25.00	200.00
2-yr., T., 18 to 36 ins.....	50.00	400.00
CYDONIA JAPONICA, seedlings		
1-yr., 10 to 15 ins.....	5.00	40.00
1-yr., 15 to 21 ins.....	7.50	60.00
CALIFORNIA PRIVET		
1-yr., cuttings, 10 to 24 ins...	6.00	50.00
CORNUS FLORIDA RUBRA		
1-yr., grafts, field-grown....	75.00	700.00
Free packing for cash with order.		
BROUWER'S NURSERIES		
BOX 25 NEW LONDON, CONN.		

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Hardy Azaleas, Taxus,
Ilex and Pieris.

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DELAWARE N. J.

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Growers of Quality
Taxus, Ilex and other Ornamentals.
Ask for list.

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EVERGREENS

300 acres of choice Evergreens
ready for immediate resale

Write for list.

GARDNER'S NURSERIES, Inc.
ROCKY HILL, CONN.

Growers of a general line
of nursery stock.

Visitors welcome.
FAIRVIEW EVERGREEN NURSERIES
FAIRVIEW, Erie Co., PA.

Choice Varieties of Lining-Out Stock

Write for our latest price list

PALLACK BROS. NURSERIES, INC.
Route 19, 31 mi. north of Pittsburgh, Pa.
Ph.: Zelienople 789
R.F.D. 1 HARMONY, PA.

ter of an active parish today. It contains some fine old statuary and stained glass windows.

Olvera street, "El Pasco de Los Angeles," a short, narrow lane north of the plaza, is a picturesque reminder of early Mexican Los Angeles, with cafes and small shops and booths displaying Mexican wares and curios. The Avila house, old adobe residence dating from 1818, headquarters of Commodore Stockton in 1847, faces on the street. Also part of the original Los Angeles grant is Lincoln park, with a noteworthy conservatory where rare plants and shrubs from other countries are propagated. On North Figueroa street is Casa Adobe, replica of a Spanish colonial ranch house of about 1800, furnished in keeping with the period and open to visitors.

Exposition Park Roses

At the southern end of the central section are the University of Southern California and Exposition park, with the county museum and the Coliseum. Exposition park is noted for its beautiful 7-acre sunken rose garden, where 15,000 bushes comprising more than 150 varieties of roses are grown. Each year new, prize-winning varieties are added to the gardens. Annual pruning demonstrations are given under the sponsorship of the recreation and park department of Los Angeles and the Pacific Rose Society.

The Wilshire area extends west of central Los Angeles, flanking the broad boulevard and its smart shops. Hancock park, on the north side of Wilshire boulevard, is the site of La Brea tar pits, from which early Angelenos obtained tar for their house roofs and where a remarkable collection of Pleistocene fossil remains were discovered in 1875. North of the Wilshire district is Hollywood, mecca of tourists, site of Hollywood Bowl and its "symphonies under the stars" during July and August. In extensive Griffith park are the Greek theater, the planetarium and open-air Pilgrimage theater, as well as the great zoo, which junior conventioners will visit.

Located in the heavily residential western section of the city is the University of California at Los Angeles. The botanic gardens of the university have a remarkable collection of plants and shrubs.

San Fernando valley's agricultural and residential communities surround three independent, incorporated cities, Glendale, Burbank and San Fernando, within the valley. San Fernando Mission, two miles west of the city, was founded in 1797, and

PRINCETON=TREES

America's Finest Tree Nursery



Princeton Norway Maple

THE BEST IN:

Norway Maple
Columnar Norway Maple
Schwedler Maple
Crimson King Maple
(Plant Patent No. 735)
Red or Scarlet Maple
Sugar Maple
Honey Locust, Thornless
Princeton Type

Moraine Locust®

(Plant Patent No. 836)

Cole's New Sunburst Locust

(Plant Patent No. 1313)

London Plane Tree

American Plane Tree

Birch, many kinds

Poplar, many kinds

Pin Oak and other oaks

Elm—the best kinds

Many other tree varieties

A very complete list of the best kinds of flowering trees, evergreens, flowering shrubs, azaleas, hedge plants, ground covers, etc.

At Los Angeles See Badge 17

Wm. Flemer III

George Harris

PRINCETON NURSERIES

PRINCETON, N. J.

Princeton Products Are Quality Products

KELLY BROS. NURSERIES

INC.

"Fruit Tree Headquarters"

DANSVILLE, N. Y.

APPLE, Dwarf and Standard

PEAR, Dwarf and Standard

CHERRY, Sweet and Sour

PLUM

APRICOT

PEACH

QUINCE

SHRUBS — ROSES — SHADE TREES

Send for our latest wholesale list.

We would be glad to quote on root-wrapped trees, shrubs and roses for store sales. Send your want list for quotations. Ask us about packing-out of retail orders under your tags.

Represented at Los Angeles by

John W. Kelly

William F. Kelly, Jr.

Mrs. William F. Kelly

FOR 57 YEARS

Our business has been growing

**Rhododendrons
Azaleas
Perennials, Roses
All Nursery Items**

BOBBINK NURSERIES, INC.

**586 Paterson Ave.
E. RUTHERFORD, N. J.**



NORTHERN-COLLECTED

Hemlocks, Ferns, Wild Flowers,
Trees, Shrubs.

**ISAAC LANGLEY WILLIAMS
EXETER, N. H.**

Trees, Evergreens, Shrubs Fruit Trees

Write for Our Wholesale Trade List

**W. - T. Smith Corporation
Telephone 2689 GENEVA, N. Y.**

QUALITY LINERS

**In Wide Assortment
NURSERY SALES, INC.
525 Stevens Ave., P. O. Box 295
RIDGEWOOD, N. J.
Gl. 4-6848**

Specialists in PERENNIALS

SEEDS—PLANTS—BULBS
Perhaps America's largest list of unusual plant materials.
Wholesale catalog on request.
**PEARCE SEED COMPANY
Dept. N, MOORESTOWN, N. J.**

its much-photographed buildings, now partially restored, remain a particularly fine example of California mission architecture. Dating from the earliest days of the mission are the original mission fountain, the great stone oven, the sundial and the star fountain, copied from one in Cordova, Spain.

Descanso Gardens

East of San Fernando valley proper, at La Canada, are the Descanso Gardens, owned by Los Angeles county and operated by the department of parks and recreation. The gardens are noted for a unique 8-acre planting of roses, as well as a large collection of camellias and a 25-acre stand of natural California live oak. The roses are planted in their historical order, beginning with the earliest known species, a chronological parade of beauty and horticultural developments in rose breeding. A section of the garden features the pedigree of the incomparable Charlotte Armstrong, the yellow and the red rose lines separately exhibited. Near the history garden are the All-America Rose Selections gardens, beginning with the finest winners of 1940 and continuing to the latest selections for 1956. The gardens have their peak bloom period in May and June.

Of particular interest also to nurserymen is the Los Angeles State and County Arboretum, northeast of the city at Arcadia. The arboretum is a center for the introduction, testing and improvement of plants adaptable to southern California, in a beautiful natural setting, and the research and scientific study carried on are of immense practical value to the nursery trade.

Arboretum Development

Undergoing continuing development, the arboretum is laid out in sections devoted to plant life of specific areas. An Australian section is planted with acacia, eucalyptus, bottlebrush and other new and untried species native to the country. Another section is being developed with the many brightly flowering plants native to south Africa. There is a jungle section to which each year are added specimen plants of a tropical nature, and there is a section devoted to bamboos and palms. The domestic landscape section is most fully developed, since it is the earliest planted. An old-fashioned rose garden is being planted with species developed prior to 1905, and there is an interesting herb garden. Regular Sunday tours are conducted through

[Concluded on page 68]

SELL "CRIMSON KING" MAPLE

Include patented **Crimson King** Maple on your list in 1957. It's the only Maple which retains its dark crimson color throughout the spring, summer, and fall, creating an exciting and continuous color contrast to lawns and shrubs. Be sure you get the original **Crimson King**, it is easily recognized by the dark, glistening, satiny sheen of its lovely foliage—insist on **Crimson King**.

Place your order early, either with the Patent Owner, **GULF STREAM PRODUCTS, INC.**, Wachapreague, Va., or with the following Licensees:

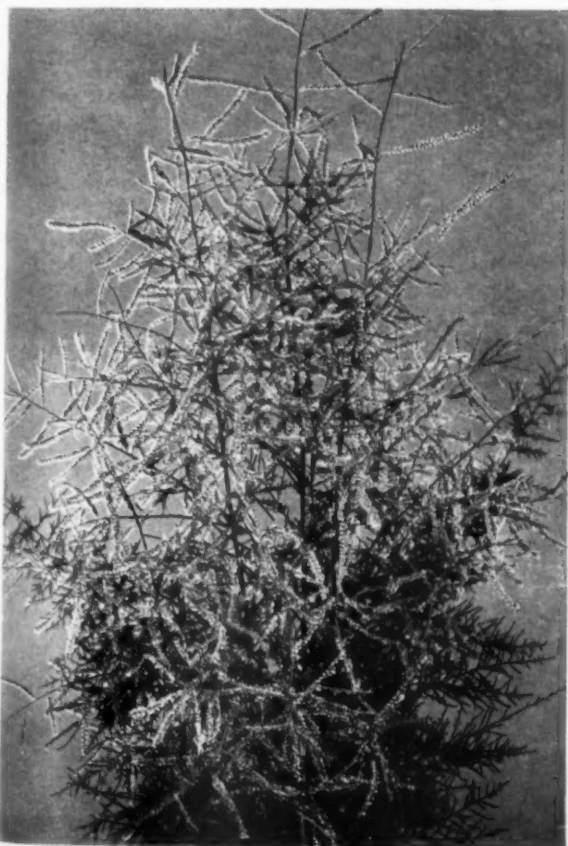
A. McGill & Son	Fairview, Oregon
Mt. Arbor Nurseries	Shenandoah, Iowa
Jackson & Perkins Co.	Newark, N. Y.
Milton Nurseries	Milton, Oregon
Princeton Nurseries	Princeton, N. J.

Order your supply
NOW to assure
spring 1957 delivery
... and remember

IT'S NOT THE GENUINE
CRIMSON KING MAPLE
UNLESS ACCOMPANIED
WITH THIS TAG.



TAMARIX, PINK CASCADE, Plant Pat. No. 1275



CRIMSON KING MAPLE, Plant Pat. No. 735

TAMARIX, PINK CASCADE

This charming newcomer from England has been on trial at our Nursery for several years. **Pink Cascade** is a very valuable shrub because it produces masses of cascading panicles of flesh-pink flowers in late summer when very few shrubs are in bloom. Handsome, rich, blue-green foliage. Excellent for seashore planting. 18-24 inches, 2-3 ft.

Forsythia, Beatrix Farrand

A spectacular new Forsythia originated at the Arnold Arboretum by Dr. Karl Sax and named in honor of Mrs. Beatrice Farrand, famous landscape architect. It is an extremely vigorous grower, making a large symmetrical bush. The deep, golden yellow flowers are over 2 inches in diameter and have striking orange markings in the throat. **Beatrix Farrand** is a hybrid between Arnold Giant, a tetraploid variety, and a diploid species. 18-24 inches, 2-3 ft., and 3-4 ft.

HYPERICUM, Hidcote. A compact, twiggy shrub covered throughout the summer with bright yellow, cup-like flowers. In cold winters it may freeze back to the ground, but will spring up again from the base and produce masses of flowers. 2-year-old.

FORSYTHIA, Lynwood Gold. A deep gold-flowered Forsythia. Profuse bloomer with large, individual flowers. Will replace all other deep yellow varieties. 18-24 in., 2-3 ft., 3-4 ft., and 4-5 ft.

J. L. LEGENDRE
Pres.

LESTER C. LOVETT
Vice-Pres.

R. H. TALLEY, JR.
Secty.

GULF STREAM NURSERY INC.
WACHAPREAGUE, VIRGINIA



Buntings' STRAWBERRY PLANTS

BEST BY TEST

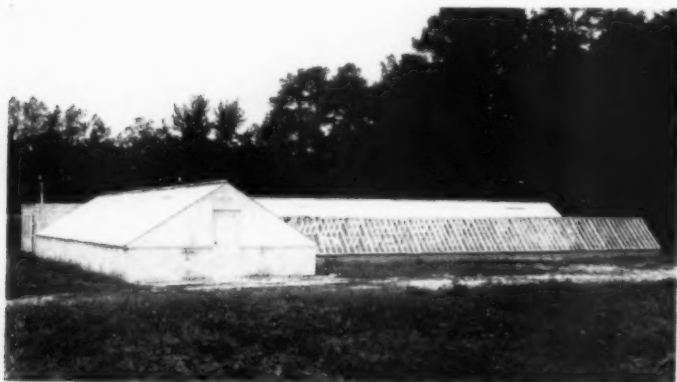
**The name is the
same—but there
is a difference**

BUNTINGS' foundation planting stock is grown from plants started each year from our greenhouses and screenhouses. Following this procedure, year after year, we maintain for our customers the highest possible degree of freedom from virus, other diseases and insects.

BUNTINGS' strawberry plants are grown in chemically treated soil. Most of the leading varieties are now supplied by Buntings' from indexed, virus-free foundation stock, developed by the U. S. Department of Agriculture, Beltsville, Maryland.



A pint cup of Empire—actual size

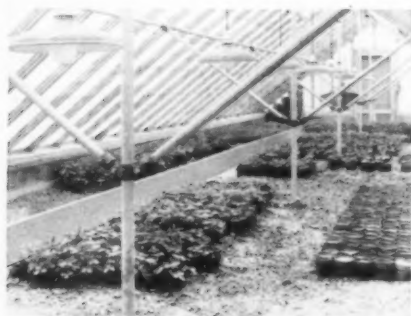


A view of our greenhouses where disease and insect-free strawberry plants are started for our own planting stock.



Carl Marcus, formerly with the U. S. Department of Agriculture, engaged in the development of these new strains, has now been associated with our firm three years, spending all his time in our plant-improvement program.

SEE OUR REPRESENTATIVE at the A.A.N. Convention (Badge 57) or write us for information relative to strawberry plants available for the coming season.



Partial view of the interior of one of our greenhouses, showing virus indexed and breeding of strawberry plants.

Interior view of our screenhouse, showing strawberry plants growing profusely under protective plastic screen; a location where insect carriers of virus and other diseases cannot enter. Note healthy growth.

Our regular wholesale list offers a complete line of nursery stock, including strawberries and other small fruits, asparagus, fruit trees, shade and ornamental trees, roses, etc. If you aren't on our mailing list, write us on your printed stationery requesting a copy of our new fall list.

BUNTINGS' NURSERIES Inc. Box 3 Selbyville, Delaware

BULBS FOR FALL, 1956

SPECIAL PACK COLLECTIONS



You save up to 10%

Especially designed for those who have not handled Dutch bulbs previously. Save money by buying your bulbs in these collections.

650 Tulips COLLECTION NO. 1 \$22.50 (List price \$24.05)

200 Bartigon, red.
100 Golden Harvest, yellow.
100 Princess Elizabeth, pink.
50 White Queen, white.
50 Dillenburg, orange.
50 Queen of the Night, deep purple.
100 Mixed colors, all shades.

650 bulbs; cost \$22.50; sell for \$40.00.
(Retail for 75c per dozen. Your markup, 44%)

1000 Bulbs COLLECTION NO. 2 \$31.50 (List price \$33.45)

650 Tulips (same assortment as in Collection No. 1)
100 Daffodils, King Alfred—(Retail at \$1.00 dozen)
250 Crocus, mixed colors—(Retail at 60c dozen)

1000 Bulbs; cost \$31.50; sell for \$61.50.
(Your markup, 49%)

1550 Bulbs COLLECTION NO. 3 \$54.00 1100 Tulips (List price \$58.10)

150 Bartigon, red.
150 Pride of Haarlem, cerise.
100 Farncombe Sanders, scarlet.
100 Princess Elizabeth, pink.
100 Clara Butt, salmon-pink.
150 Golden Harvest, yellow.
50 Scotch Lassie, bright purple.
50 Pride of Holland, yellow-bordered red.
50 Dillenburg, orange.
50 Queen of the Night, deep purple-black.
50 White Queen, white.
100 Mixed colors, all shades.

250 Crocus 7 to 8-cm., mixed colors
(Retail at 60c dozen)

100 Hyacinths 15 to 16-cm.
(Retail at 15c each)
25 Red 25 Blue
25 Pink 25 White

100 Daffodils King Alfred—No. 1 Round
(Retail at \$1.00 dozen)

1550 Bulbs; cost \$54.00; sell for \$104.55.
(Your markup, 49%)

ALL THE ABOVE BULBS ARE PACKED IN SACKS WITH PICTURES OF THE BLOOM IN COLOR. COLORFUL DISPLAY POSTER FURNISHED WITH EACH ORDER. RESERVE YOUR BULBS NOW FOR SHIPMENT IN SEPTEMBER.

We feature a complete line of imported fall bulbs. If you do not have our price list, we will be glad to send one on request. Our complete price list of regular nursery stock is in preparation and will be ready for the mail soon.

WILLIS NURSERY COMPANY

"Your Wholesale Nurserymen"

OTTAWA, KANSAS

Imported from Holland.
Reserve your order now for
early fall delivery.

The Easy Way
to Sell Tulips —

WILLIS' Improved TULIP DISPLAY BOX

25 Dozen (300) First-Size
DUTCH TULIP BULBS
in 6 most popular varieties

Bartigon, bright red.
Golden Harvest, yellow.
Princess Elizabeth, pink.
Dillenburg, salmon-orange.
The Black Tulip, darkest shade.
White Queen, pure white.



Packed in a strong, sunny-yellow display box, beautifully embossed and decorated in bright, attention-getting red. Shows up wonderfully in both daylight and artificial light.

COST—\$13.50 per box, F.O.B. Ottawa, Kan.

SELLS FOR \$25.00 to \$30.00 (10c each or as low as \$1.00 per dozen).

MARKUP—45 to 55 per cent.

DELIVERY—September.

SELLING SEASON—September to December.

PICTURES—Full-color pictures illustrate each variety.

TO DISPLAY—Just open the box and place on counter.

PLANTING INSTRUCTIONS—Enough for every customer.

Box 9 1/4 x 6 x 20 ins. Takes only 195 sq. ins. of counter space.

BULK'S NURSERIES

610 W. Montauk Hwy.

BABYLON, L. I., N. Y.

Telephone: MOhawk 9-4400

Growers of choice **TAXUS** varieties, certified for western shipment.



"Where the Windmill Is"

SEE JAC or DAVID BULK AT LOS ANGELES

Taxus cuspidata capitata, upright, 3 to 8 ft.

Taxus cuspidata, spreading, 15 ins. to 3 ft.

Taxus media hicksii, 1½ to 4 ft.

Taxus media hatfieldi, 1½ to 3 ft.

Taxus intermedia, very choice strain, 15 ins. to 2½ ft.

Also Other Varieties

EVERGREENS

All kinds—seedlings and transplants—but we specialize in growing good Scotch Pine with a wide variety of Scotch Pine origins. We have especially nice Riga Scotch Pine for next spring planting—none nicer.

Either order direct from this ad or write for price list. Better still, come visit us.

FLICKINGER'S NURSERY
SAGAMORE, PA.

HEMLOCK

Rhododendron—Kalmia
Azalea

CURTIS NURSERIES
CALLICOON, N. Y.

BOULEVARD NURSERIES
Newport, R. I.

- Quality Nursery Stock
- Lining-Out Stock
- Root-Thru Plant Pots

ILEX BULLATA

A very choice, very hardy, low-growing evergreen, with shiny, dark green, convex, boxwood-like leaves. Grows fast into money, up to 2 feet, and there slows down. Ultimate size 3 feet high and 4 feet wide. Easier to grow than Yews and can be used in sun or shade. Sells on sight. Grows very dense and contrasts well with other evergreens. Makes the perfect low hedge.
6 to 8 ins., T....15c. 8 to 10 ins., T....20c.
Send for list of other unusual plants.

ALANWOLD NURSERY
NESHAMINY, Bucks Co., PA.

ILEX OPACA

Clark, Manis, Mac, Farago, Osa, Arden Per 100
2¼-in. pots, 4 to 6 ins.\$45.00
Hookstrow (old heavy berry)
2¼-in. pots, 4 to 6 ins. 65.00

SPLIT ROCK NURSERIES

218 Farview Ave. PARAMUS, N. J.

MULTIFLORA ROSE

BROOKVILLE NURSERIES
GLEN HEAD, N. Y.

20 MILLION TREES A YEAR!

Evergreen Seedlings—Transplants.
Fruit and Shade Trees, Shrubs and
Rhododendrons
Free Christmas Tree Growers' Guide

MUSSER FORESTS Box 16-G Indiana, Pa.

GREENHOUSE HEATING AND CONSTRUCTION

By H. E. Gray. 78 p. (1956). \$1.50.
American Nurseryman Chicago 4, Ill.

the grounds, by jeep trains, and weekday tours can be arranged by appointment.

San Gabriel Mission, founded 10 years earlier than was Los Angeles and removed to its present site in San Gabriel in 1776, is still in use. The baptismal font, carved statues, sacristy and many articles used by the early Franciscans are still intact. The church, the mission house, the kitchen and a small room are all that are left of the once extensive mission, first center of civilization in Los Angeles county.

Museums of Interest

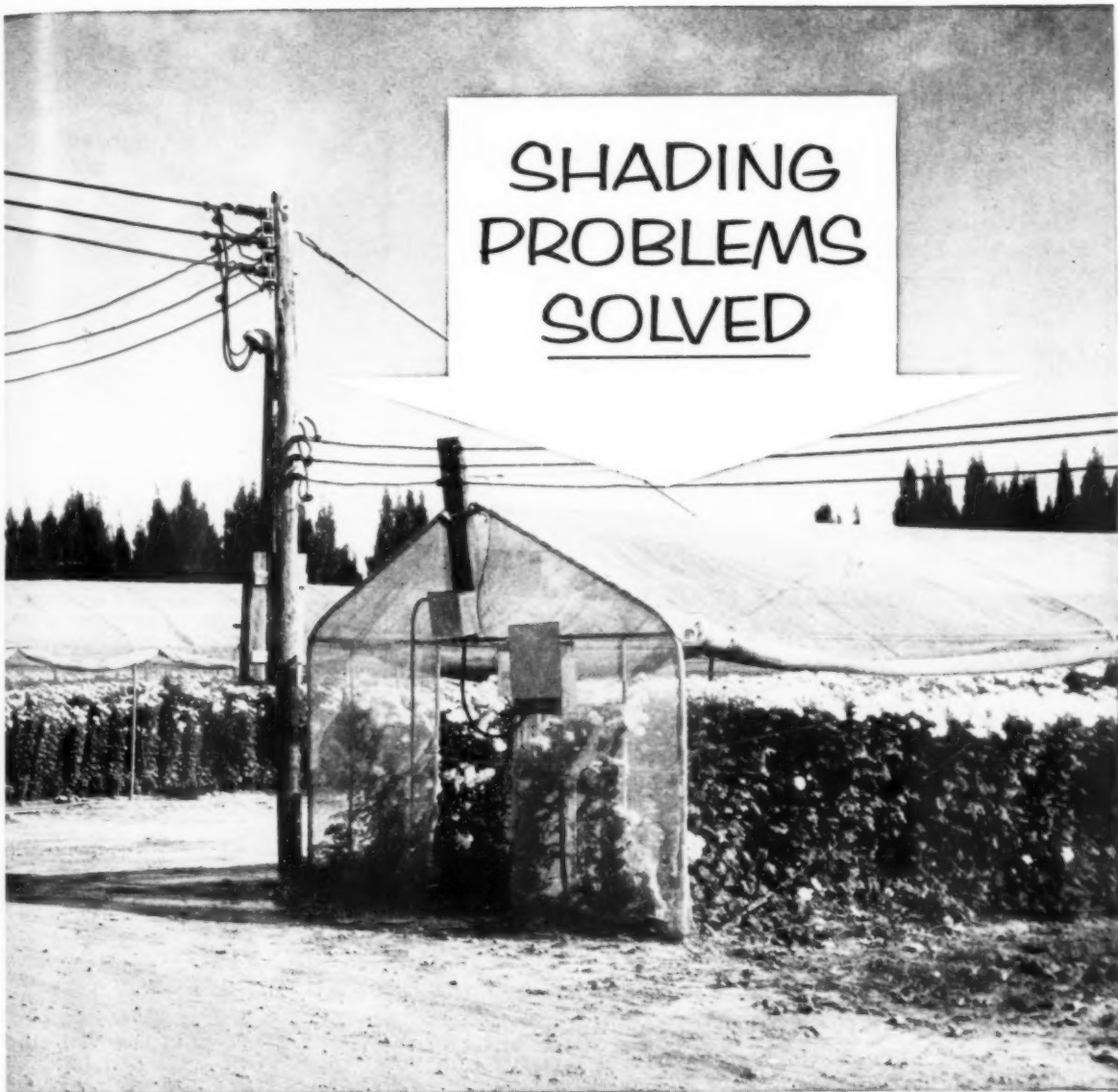
To the visitor interested in museums and scientific exhibits, Los Angeles offers a variety of interesting institutions. Cabrillo Marine Museum in San Pedro contains a noteworthy collection of marine life, and at Hermosa Beach is the Ocean Aquarium. Marineland of the Pacific, located midway between Redondo Beach and San Pedro, will be visited by junior nurserymen this July. Griffith park planetarium offers shows several days a week, and Mount Wilson observatory, 35 miles north of the city, may be reached via the Angeles Crest highway. The County Museum of History, Science and Art and the Museum of Science and Industry are located near each other in Exposition park. At San Marino is the world-famous Huntington Library and Art Gallery. The Southwest Museum in Los Angeles is devoted to early handicraft and history of the American Indians.

Any mention of recreational facilities in the Los Angeles area must begin with the miles of ocean beaches, all within a radius of 35 miles from downtown Los Angeles, from Malibu on the north to Long Beach on the south. Distinctive gardens are located in several municipal parks. Banning park has an early colonial garden; Brand park, a memory garden; Bronson Canyon, Japanese cherries and azaleas, Campo de Cahuenga, a historical California garden; Griffith park, a fern dell, and Lafayette park, a Shakespearean garden and garden for the blind. In addition, the many city parks offer extensive facilities for tennis, golf, riding, boating, swimming and picnicking.

An overwhelming success from its opening day, Walt Disney's magic kingdom Disneyland, 30 miles southeast of Los Angeles, will be visited by nurserymen attending the convention in July.

OPENING of Bodsberg's Garden Shop & Nursery, Highway 12, Hudson, Wis., was held recently.

SHADING PROBLEMS SOLVED



ARVIDA ORCHIDS • So. Miami, Florida

LUMITE

SARAN SHADE CLOTH

- *Lowest annual cost
- *Widest range of economy shading

Immediate shipment of 6 & 20 ft. widths in all lengths; special widths and fabricated covers available on request. For free samples or further information write to:

LUMITE DIVISION
Chicopee Manufacturing Corp., Cornelia, Ga.

EVERGREEN SPECIALISTS**FINEST TAXUS IN THE MIDWEST****COMPLETE NURSERY LINE**

With over 100 years' experience and the latest scientific methods, we grow the finest specimens. Our fields are filled with beautiful evergreens, shrubs, shade, fruit and ornamental trees, roses, etc. Visitors are always welcome to inspect our nurseries at any time.

THE FINEST IN ROSES

Our rose sales this spring were, by far, the largest we have ever had and resulted from the great number of repeat orders. Our roses are all grown in Oregon, California or here in Monroe. They are real sales-makers and will help make and hold customers.

MORE FRUIT TREES AVAILABLE

Last season, we were unable to fill many orders. While it is impossible to grow better trees, we are growing more of them. Orders should be entered early to avoid disappointment.

WHOLESALE PRICE LISTS

Send us your want lists and write for our wholesale catalog if you are not already on our mailing list.

ILGENFRITZ NURSERIES, INC.

MONROE, MICH.

WE WISH TO THANK OUR CUSTOMERS

For a very successful season, and are sorry to have disappointed so many because of insufficient quantity of stock. We have installed another pump of 350 g.p.m. and added 5 acres of overhead irrigation to enlarge our production.

Available for Fall, 1956, and Spring, 1957

Seedlings and transplants of Blue Spruce, Norway Spruce, Serbian Spruce, White Spruce, Austrian Pine, Scotch Pine and Taxus capitata.

ARMINTROUT'S EVERGREEN NURSERY

ALLEGAN, MICH.



**PEONIES • IRISES
DAY LILIES • POPPIES**
ALL YOUNG-GROWN STOCK
PROMPT SERVICE

Send for Wholesale Prices.
Early orders advised.

WASSENBERG GARDENS

4½ Miles East on U. S. 30
VAN WERT, OHIO • "The Peony City"

**BESTURF
BRAND**

**MEYER
Z-52 ZOYSIA**
Round Grass Plugs

"The World's Finest Lawn Grass"

grown and sold by
PLEASANT VIEW NURSERIES

(Full Discount)
Peters Road, Troy, Ohio, Phone 27094

COMING EVENTS**MEETING CALENDAR**

July 15 to 19, American Association of Nurserymen, annual convention, Hotel Statler, Los Angeles, Calif.

July 19, Ohio chapter, National Shade Tree Conference, at the Siebenthaler Co., Dayton, O.

July 23, Arkansas Nurserymen's Association, annual meeting, Marion hotel, Little Rock, Ark.

August 1 and 2, Indiana Association of Nurserymen, summer meeting, Price Nurseries, Plymouth, Ind.

August 2, Western region, Pennsylvania Nurserymen's Association, summer picnic, Eisler Nurseries, Butler, Pa.

August 5 to 7, National Mail Order Nurserymen's Association, annual meeting, La Salle hotel, Chicago, Ill.

August 8, New Jersey Association of Nurserymen, summer meeting, Perkins-de Wilde Nurseries, Inc., Shiloh, N. J.

August 8 and 9, Michigan Association of Nurserymen and the Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing, Mich.

August 9 and 10, Canadian Association of Nurserymen, ninth annual short course, Macdonald College, Ste. Anne de Bellevue, Que.

August 15, New England Nurserymen's Association, summer meeting, C. R. Burr & Co. nursery, Manchester, Conn.

August 15, Pennsylvania Nurserymen's Association, summer meeting, John Albrecht Nurseries, Narberth, Pa.

August 19 to 21, Southern Nurserymen's Association, annual convention, Andrew Jackson hotel, Nashville, Tenn.

August 19 to 21, Virginia Nurserymen's Association, summer meeting, The Cavalier, Virginia Beach, Va.

August 19 to 22, Texas Association of Nurserymen, annual meeting, Shamrock-Hilton hotel, Houston, Tex.

August 20 to 24, National Shade Tree Conference, Royal York hotel, Toronto, Ont., Canada.

August 22 to 24, Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville, Fla.

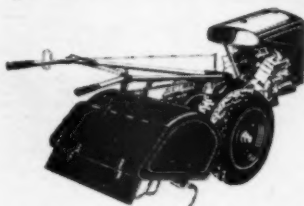
August 23 and 24, New York State Nurserymen's Association, summer meeting, Hoel Sheraton, Rochester, N. Y.

August 23 to 25, Washington State Nurserymen's Association, summer convention, Davenport hotel, Spokane, Wash.

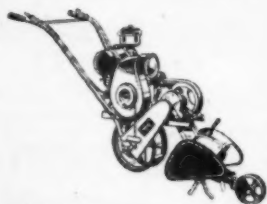
NEW YORK MEETING

Tentative plans for the summer meeting of the New York State Nurserymen's Association, to be held at the Hotel Sheraton, Rochester, N. Y., August 23 and 24, have been announced by M. E. DuRei. August 23, the nurserymen will make a trip to Newark, N. Y., for a tour of the growing, shipping and reasearch

here's America's
FIRST
rotary tiller
by *Ariens* of course



Back in the late 1920's the founder of the Ariens Company designed and built rotary tiller attachments for tractors and heavy duty rotary tillers powered by water-cooled, automotive-type engines. These were the first American-made tillers. With the development of the 4-cycle, air-cooled engines, Ariens introduced the Ariens Tiller in 1931; and in 1935, the first front-mounted tiller—the forerunner of the Ariens Yardster rotary tiller with interchangeable all-season attachments.



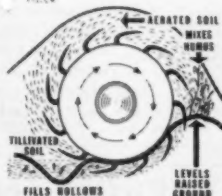
how *Ariens* rotary tillage
makes gardening easier



Ariens Yardster Rotary Tiller plows . . . discs . . . harrows in one operation and prepares seedbed ready for planting without spading or forking.

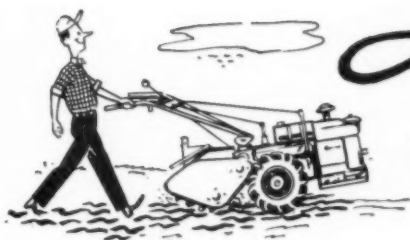


Cultivate all-season long with your Ariens Yardster Rotary Tiller. Ends tedious hoeing and weeding chores!

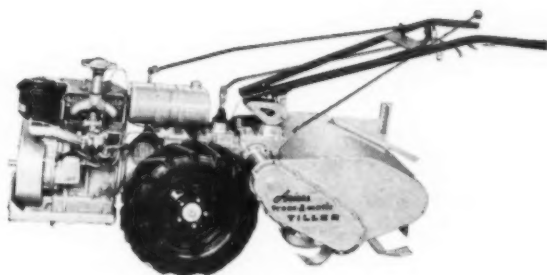


High speed tine rotation pulverizes and aerates the earth, kills weeds, mulches in organic matter, leaves level seedbed ready for planting.

NEW!



Ariens
trans-A-matic
heavy-duty
rotary tillers



Only the Ariens Trans-A-Matic Tillers have a ball and cam differential that provides automatic lock and unlock for positive traction under all operating conditions; finger-tip steering; instant turn around at end of row! There are improved operating controls on dashboard for easy, one-hand steering. Finger-tip vertical and horizontal handle-bar control. Depth control has snap-lock positioning control. Two speeds forward; one reverse. Special-process, hardened steel tines of modified hoe type . . . bolt-on type; non-winding and warranted nonbreakable. Tine diameter 18 ins. for maximum depth of tillage. Welded all-steel hood; soil leveling tailboard.

Model TA-20: 8.1-h.p. Wisconsin engine. Tires: traction tread; pneumatic; size 5x12. Tillage width: 20 ins. Number of tines: 10.

Model TA-28: 14.6-h.p. Wisconsin engine. Tires: traction tread; pneumatic; size 6x12. Tillage width: 28 ins. Number of tines: 14.



At the A. A. N. Convention,
Los Angeles, Calif., on
July 15 to 19, be sure to visit
the Ariens exhibit and meet our
West Coast representatives —
Ed Short and Bob Randick



Ariens

COMPANY • BRILLION, WISCONSIN

Ball Better Pots and Paks

GEO. J. BALL
West Chicago, Ill.
Phone: 299



Reynolds ALUMIPOTS* and ALUMIPAKS*

The Modern Way to Sell Plants
Grow Top-Quality Plants in Bright
Attractive Packages

Light Weight Easy to Store
Unbreakable Saves Labor
Long-lasting Less Watering
Clean and Disease-free
Broad-based Pots for Stability

A growing-selling container—no need
to repot or dress up for selling

Proved Uses of Alumipots* and Alumipaks*

ALUMIPOTS*: Foliage plants; blooming plants such as African violets, pot mums, begonias, azaleas, geraniums, primulas, etc.; spring plants such as fancy petunias, lantana, coleus, ageratum, annual phlox, etc.

ALUMIPAKS*: All types of bedding plants—annuals and vegetables.

ALUMIPOT* PRICES

Available in plain silver or colors: Red, green and gold.

2 1/4-inch

	Plain	Colored
	Per 1000	Per 1000
1,000 to 9,000	\$18.75	\$22.80
10,000 to 49,000	17.50	21.30
50,000 to 149,000	16.30	19.85
150,000 to 499,000	15.20	18.50
2 1/4-inch packed in cases of 1000 (12 lbs.) and 2000 (23 lbs.).		

ALUMIPAK* PRICES

3-inch

	Plain	Colored
	Per 1000	Per 1000
1,000 to 9,000	\$24.35	\$30.50
10,000 to 49,000	22.85	28.65
50,000 to 149,000	21.55	27.00
150,000 to 499,000	20.55	25.80
3-inch packed in cases of 1000 (20 lbs.) and 1500 (28 lbs.).		

ALUMIPAK* PRICES

	Plain
	Per 1000
1,000	\$40.10
10,000	38.15
25,000	36.25
50,000	34.60

Dimensions 4 1/4 x 8 1/4 x 2 inches deep. Adequate drain holes in bottom. Ideal for a dozen marigolds, tomatoes, etc.

Packed in cases of 1000 (34 lbs. per case). Minimum order 1000. Write for prices on larger sizes.

*TRADEMARKS, Reynolds Metals Company.

GEO. J. BALL, INC.
West Chicago, Ill. Phone: 299

facilities of Jackson & Perkins Co. and member firms of the Gardening Council. Lunch at the Newark Country Club and a shore dinner at the Sodas Bay Country Club are scheduled.

A tour of Bill Lauweret's Garden Store, Inc., and the Rochester park system, including Highland and Durand-Eastman parks, is planned for August 24. After lunch at the Crescent Beach hotel on Lake Ontario there will be a short business meeting.

ILLINOIS LICENSING BILL

A bill to amend the plant diseases and insect pests act of Illinois was the chief topic of discussion at the June meeting of directors of the Illinois State Nurserymen's Association, June 7, at the office of Matt Tures & Sons, Des Plaines. Edward P. Eickhof, chairman of the legislative committee, read the proposed bill which provided for a \$10 licensing fee for all nurserymen and dealers in nursery stock, plus a charge of 50 cents per acre to all growers of nursery stock. For chain stores operating in the state, each branch would be subject to the licensing fee. The proceeds, said Mr. Eickhof, would be used for the state nursery inspection service.

Herb Seifert, state horticultural inspection supervisor, Glen Ellyn, presented some statistics to the board of directors, showing that nursery inspectors in Illinois received from \$200 to \$275 less a month than in other surrounding states. He said Illinois has seven inspectors as against 30 in Michigan, but he did not believe the larger number would be necessary to do an adequate job in Illinois. Mr. Seifert urged the legislative committee to talk to state officials about an increase in state inspectors' wages when presenting the bill.

After a lively discussion, a motion was passed to accept the bill. The legislative committee was instructed by President John Tures to meet with Mr. Seifert and then the department of agriculture at Springfield, before presentation of the bill to the state legislature.

Reporting for the "Plant Illinois" committee, Victor E. de St. Aubin, Sr., Addison, stated that 25,000 more "Plant Illinois" booklets are available. Also he related that the planting for the garden for the blind in Chicago has been completed.

Andrew Tures, brother and partner of President John Tures, assisted as host and helped conduct a tour through the new location of Matt Tures & Sons, near Roselle, about

LINING-OUT and FINISHED STOCK

Ask for List

THE COTTAGE GARDENS

Our 32nd Year

Nick I. W. Kriek—Harold E. Hicks
LANSING 17, MICH.

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade
Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.
ONARGA, ILL.

Q
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I
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Y

LAKE COUNTY NURSERYMEN'S ASSN.

P. O. Box 33
MENTOR, O.

Write for Membership List

Stock that is hardy.
WHOLESALE
SUMMIT NURSERIES
STILLWATER, MINN.



Wholesale growers of the best
Ornamental Evergreens
Deciduous Trees
Shrubs and Roses

Write for our current trade list.

The Kallay Brothers Co.
1251 Madison Ave. PAINESVILLE, O.

EVERGREENS

Seedlings - Transplants
Write for illustrated list.

MATTHEWS NURSERY
HARBOR SPRINGS, MICH.



Approximately 1/20th the weight of clay. Broad

8 1/4" x 4 1/4" x 2" deep, rounded corners. To hold a number of plants, all the way from seed flat to retail sale. Standard in natural aluminum. Available on quantity order in gold, red, green. Packed 1,000 per case.

**"Open a new era
in the industry"**



AZUSA, CALIFORNIA

March 2, 1956

Reynolds Metals Company
General Sales Office,
Louisville 1, Kentucky
Attention: Mr. David P. Reynolds
Vice President of Sales

Dear Mr. Reynolds:

Dear Mr. Reynolds:

Mr. Reynolds: We are pleased to report the results of research tests performed at Monrovia Nursery on lining out stock grown in Reynolds Alumipots. The growth and appearance of the plants are most satisfactory. The Alumipots maintain even moisture which results in considerable labor economies. The Alumipots result in less handling. The plants are shipped in the same pots in which they are grown. They are lighter and easier to pack. We are now growing about 100,000 plants in Alumipots and intend to increase the number as rapidly as possible. Since we are constantly searching for methods to pass savings and conveniences on to our customers, we can truthfully say that the Alumipots have opened the door to a bright new era in the nursery industry.

Yours very truly,
MONROVIA NURSERY COMPANY

Martin W. Usrey
General Manager

Best Container Available for Plant Merchandising
These bright, clean containers dress up your merchandise and add important sales-appeal...especially if you take advantage of the nationally promoted REYNOLDS WRAP ALUMINUM PACKAGING SEAL.....



*Trademarks. Reynolds Metals Company

S. S. Skidelsky & Co., Inc.
New York 1, N. Y.

Vaughan's Seed Co., New York 7
Vaughan's Seed Co., Chicago 6

REYNOLDS ALUMINUM

See "FRONTIER," Reynolds great dramatic series, Sundays, NBC-TV Network.



Scarff's Nursery, Inc. New Carlisle, Ohio

Headquarters for Small Fruit Plants

Ornamentals and Lining-out Stock

RASPBERRY PLANTS

Red — Black — Purple

BLACKBERRY PLANTS

1 and 2-yr.-old

Currants — Gooseberries

Thornless Boysenberries

Grapevines

Mary Washington Asparagus

Linnaeus Rhubarb, whole roots

Victoria Rhubarb (red strain) Divisions

NEW ADAMS ELDERBERRY

Fruits and clusters exceptionally large. Bushes are strong, vigorous and productive.

Field-Grown and L. O. Stock

EVERGREENS

Well-grown Specimen Stock

Arbovitae
Pyramid
Woodward Globe
Berckmans Golden
Pfitzer Juniper
Greek Juniper
Swedish Juniper
Taxus, in variety
Euonymus Newport

—Write for Complete List—

ORNAMENTAL SHRUBS

— Miami Valley Grown —

Complete Assortment of Varieties

LINING-OUT STOCK

Well-grown and well-rooted.

Five acres of seedlings and transplanted stock.

All under Skinner irrigation.

SPECIALTIES

Barberry, Crimson Pygmy
Caryopteris incana (Blue Mist)
Forsythia, Arnold's Dwarf
Forsythia Lynwood Gold

Hypericum kalmianum
(Pot o' Gold)

Dwarf, shapely, hardy, colorful and one of the most adaptable of all the hypericums.

Kolkwitzia amabilis (Beauty Bush)
Ligustrum, Regel's (True Type)

Grown from cuttings.

Vicary Golden Privet

True Dwarf Type

Excellent Golden Color. A fine shrub for specimen and foundation planting.

Rhus cotinus (Smoke Bush)

Syringa microphylla (Little-leaved Lilac)
Blossoms first year planted. A shapely, compact-growing, medium-sized shrub.

Viburnum burkwoodii

2-yr., bedded, 12 to 18 ins. Good mail-order size.

Send for Complete Trade List and Prices of Fruits, Ornamental Shrubs, Vines, Evergreens, Special Mail-order Items and Lining-out Stock.

nine miles west of the present location. Approximately all of the 100 acres have been planted and appeared to be progressing nicely. John Tures said he hoped most of the stock would be sold from the present location in the next year or two when the property would be sold.

The next meeting of the board will be held at Edward Eickhof's nursery, Bensenville, August 2.

After the board meeting, a short meeting of the Illinois A. A. N. chapter convened. The delegates to the Los Angeles convention are Edward Eickhof, John Tures and Henry Toshe, Dixon. Alternates are Corliss Ingels, Henry, and Alfred Fiore and Charles Fiore, Jr., both from Prairie View.

READY AT LOS ANGELES

[Continued from page 16]

to greet A. A. N. officers and guests. Transportation to the Statler hotel by bus will be provided, and the Southern Pacific railroad will deliver the baggage to the hotel rooms.

Ways and means of selling the unsold exhibit spaces were explored. James Meadows stated that the exhibits would fill two large rooms and refreshments would be served in the

★ EVERGREENS ★

"Trees that please"

Lining-out Evergreens
Field-grown Rooted Junipers

Transplanted, Field-grown

Abies, Juniper, Pine,
Spruce and Taxus

**COMPLETE LINE OF FRUITS, DECIDUOUS TREES,
SEEDLINGS AND SHRUBS**

★

Send Us Your List for Quotations

PLUMFIELD NURSERIES

FREMONT, NEB.

Telephone PArk 1-3622

L. A. Moffet, Pres. and Mgr.



We're Not Just "Popping Off"
When We Call to Your Attention

JULY Is For The Fourth,
Firecrackers and CONVENTION!



The A. A. N. CONVENTION
We agree is just "the most"
Come to California,
Let us be your Host—

We'll be talking ROSES
In Booths 54 and 55
Be sure to stop and see us
When you arrive!

PLAN A VISIT TO OUR
NURSERY AND GROWING
GROUNDS WHILE YOU
ARE IN LOS ANGELES

WEEKS WHOLESALE ROSE GROWER

O. L. WEEKS

926 W. ELY

ONTARIO, CALIF.

NEW UPRIGHT EUONYMUS RADICANS (Sarcoxie)

- **Hardy**
- **Compact**
- **Evergreen**
- **Rapid Grower**
- **Moderately Priced**
- **Sells Itself**

Ask for full color illustration and description.



NATURAL GROWTH
Not Sheared



TRAINED COLUMN
Lightly Sheared

Reprinted by special permission from
TOWN JOURNAL, February, 1956:

Rugged euonymus. An upright form of *Euonymus radicans*, developed by the Sarcoxie Nurseries, has proved hardy in all sections of the country. In most sections it will retain its foliage throughout the year. It normally grows 3½ to 4 feet, making a good foundation planting or hedge. Trained on a reinforcing spike it will reach 5 or 6 feet as a specimen plant.

F. F. Rockwell

LARGE GROWERS OF PEONIES AND IRIS
COMPLETE LINE OF EVERGREENS,
SHRUBS, TREES, VINES AND
PERENNIALS
INTRODUCER OF HYBRID ELM
"COOLSHADE"

Send for our wholesale list.

SARCOXIE NURSERIES
WILD BROS. NURSERY CO.
SARCOXIE, MISSOURI

**SINCE
1875**



Hardy Northern-Grown Stock at WHOLESALE

JEWELL NURSERIES, Inc.

Write for Price List.

Box 457, LAKE CITY, MINN.

mornings from Sunday through Wednesday.

Throughout the meeting, the transportation problems for each convention event were discussed by the committee. Chairman John Beach reported that his committee had arranged for buses for the junior trips to Disneyland, Marineland and the zoo; the ladies' fashion luncheon at the Beverly-Hilton hotel, in Beverly Hills, and the parents' visit to Disneyland, with taxicab service to and from the Moulin Rouge for the past presidents' banquet; 200 cabs had been reserved for the banquet guests, and the fare and tip will be supplied from the convention funds. Guests are asked to ride at least four in each cab.

Mrs. J. Awdry Armstrong, reporting on the ladies' fashion luncheon, said there will be favors and cut roses for the 300 expected attendance. A short bus tour of the Beverly Hills area may be arranged.

After the departure of the past presidents' party for the Moulin Rouge at 6:00 p. m., the guests will be dispatched by cabs to the banquet, beginning at 6:30 p. m. Manfred Meyberg announced that dinner will be served at 7:30 p. m. and will be followed by the regular Moulin Rouge floor show of one and a half hours' duration. Dancing will close the banquet program.

Extra tickets for the various events will be available at the reservation desk, Mr. Armstrong announced, at

the following prices: Past presidents' banquet, \$12.50 each; convention luncheons, Monday and Tuesday, \$5 each; ladies' fashion luncheon, \$6.50 each; Marineland, \$3 each, and the Griffith Park zoo, \$1.50 each.

Ed McNeill.

SOUTHERN CALIFORNIA NURSERY INDUSTRY

[Continued from page 10]

toward increasing production in the future. Housing developments have forced some growers to vacate metropolitan lands, yet the producers foresee no immediate land shortage for rose producing. A large proportion of recent All-America rose selections have been products of the re-

BOOK AUTUMN ORDERS

USE BIG AUGUST 1 ISSUE

IF YOU did not get your stock list made up in time to advertise it in the A. A. N. Pre-Convention Special Number of July 1, you will have another excellent opportunity to secure orders by an advertisement in the August 1 issue, which will carry the complete report of the Los Angeles convention.

From space already reserved, that will be a big — and most interesting issue — so send your advertising copy early.

A. A. N. Convention Report Number

August 1

Forms Will Close July 13

9,800 PAID SUBSCRIBERS—ALL WHOLESALE TRADE BUYERS

AMERICAN NURSERYMAN

343 So. Dearborn St., Chicago 4, Ill.

Growers of

QUALITY EVERGREENS

SEEDLINGS and TRANSPLANTS

Write for complete 1956 price lists for fall delivery.

Telephone: Port Edwards 5566

NEPCO LAKE NURSERY *Member A. A. N.*

Nekoosa-Edwards Paper Company • Port Edwards, Wis.

search laboratories of such firms as Armstrong Nurseries, Ontario; Germains, Inc., Van Nuys; Howard & Smith, Montebello, and the Howard Rose Co., Hemet, all southern California organizations. A new firm, Swim & Weeks, Ontario, was formed late in 1955 for rose research and under hybridizer Herbert C. Swim will enter into the All-America competition in the near future.

Other quantity producers of roses in the wholesale market from the southland area are Montebello Rose Co., Montebello; Weeks Wholesale Rose Grower, Ontario; Matlin's Nursery, Ontario; Snow-Field Tree Roses, Puente; California Roses, Inc., Puente, and Mordigan Evergreen Nurseries, Sylmar. Two organizations, Elmer Roses, San Gabriel, and Descanso Distributors, Chino, maintain offices in the southern area while producing plants in central California.

Fruit Tree Growing

Growing of deciduous stone fruits is somewhat limited in the southern area because of the lack of winter chilling, yet the research department of Armstrong Nurseries has produced many outstanding varieties of peaches, nectarines, plums, etc., that have met with wide acceptance. A

PEONIES FOR EARLY FALL PLANTING

For Cut Flowers

For Garden and Landscape Plantings

For Show Flowers

or Just to Color

Peonies are a specialty with us, and we are growing them in quantity in a wide assortment of varieties, for a wide assortment of purposes. We will be digging in September from an unusually good block of 3-year-olds. Write for our price list, which will offer close to 250 varieties.

Wholesale Growers of a General Assortment of
Ornamentals for the Best Landscape Plantings.

BRYANT'S NURSERIES

PRINCETON

ILLINOIS

Finest Quality
PERENNIALS and SHRUBS
Write for complete trade list.
KINGWOOD NURSERIES
MENTOR, O.

BURTON'S
HEADQUARTERS FOR
EVERGREEN GRAFTS, TRANSPLANTED
EVERGREENS, SHRUB LINERS.
Write!
RARE ITEMS YOU DO NOT
FIND IN MOST LISTS!
HILLTOP NURSERIES
CASSTOWN, OHIO

HARDY PLANTS Bulbs and Shrubs

"America's Finest"

Write for Trade List

Springbrook Gardens

MENTOR, O.



SHADE TREE COMMISSION OF ESSEX COUNTY
HALL OF RECORDS
NEWARK 2, N. J.
MITCHELL 2-7800

COMMISSIONERS
ELWOOD P. RUSSELL, PRESIDENT
MRS. ELIZA G. WRIGHT, VICE-PRESIDENT
RAPHUS P. MEANS

LEONARD F. ANDERSON
SECRETARY AND
EXECUTIVE ASSISTANT
ERNEST A. MORSEFALL
FORESTER
HAZEL E. ZIMMERMAN
CLERK

May 4, 1956

Heller-Gro,
Mr. Gordon H. Knowles,
20 St. Albans Ave.,
Newtown Square, Pa.

Dear Mr. Knowles:

We wish to highly recommend the use of
Heller-Gro on new plantings and cuttings.

Some two thousand (2000) cuts of mixed
Ilex and mixed Taxus were planted in our greenhouse.

At the time we planted these cuttings
in straight vermiculite we saturated the beds with
a solution of Heller-Gro 1 to 50. Four weeks later
we wet the beds with a solution of Heller-Gro 1 to 100.

Seven weeks from the time of planting, we
removed the plants with 100% success and found the
root system so extensive that we could not place
them in a two-inch pot.

Yours very truly,

Leonard F. Anderson

LEONARD F. ANDERSON
Secretary &
Executive Assistant

LFA/F

The results obtained with Heller-Gro in Essex County are typical. If you are not yet using Heller-Gro, you owe it to yourself to try it. Write for FREE trial sample. Visit the Heller-Gro booth — A. A. N. Convention, July 15 to 19, Hotel Statler, Los Angeles.

HELLER GREENHOUSE LABORATORIES

218 E. Pikes Peak Ave.

COLORADO SPRINGS, COLO.

BERRYHILL'S ARBORVITAE — JUNIPERUS — TAXUS

Large, unbroken blocks for this fall and next spring. Sizes ranging from cash-and-carry to the most popular larger landscape grades.

- Dark Green American Arborvitae, 3 to 4 ft., 4 to 5 ft.
- Pyramidal Arborvitae, 3 to 4 ft., 4 to 5 ft.
- Woodward Globe Arborvitae, 15 to 18 ins., 18 to 24 ins.
- Juniperus Pfitzeriana, 18 to 24 ins., 24 to 30 ins., 30 to 36 ins.
- Juniperus Virginiana Burki, 3 to 3½ ft., 3½ to 4 ft.
- Juniperus Virginiana Canaerti, 3 to 4 ft.
- Juniperus Virginiana Dundee, 3 to 4 ft., 4 to 4½ ft.
- Juniperus Virginiana Keteleeri, 3 to 4 ft.
- Juniper, Swedish, 3 to 4 ft.
- Taxus Cuspidata, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.
- Taxus Hicksi, 18 to 24 ins.
- Taxus Intermedia Berryhilli, 15 to 18 ins.

These are but a few of the popular varieties and grades to be offered for fall and spring.

VISITORS

are welcome at any time to make a pre-season inspection on the way home from the Convention or on a nursery tour. We are conveniently located in the central part of Ohio, 4 miles north of Springfield and the National Highway (U. S. 40) on State Route 4, 30 miles northeast of Dayton, 45 miles west of Columbus, 85 miles north of Cincinnati.

BERRYHILL NURSERY CO.

P.O. Box 696

SPRINGFIELD, O.

EVERGREENS

Wholesale

GEO. F. GENS & SONS

(formerly North Ridge Nursery, Elyria, O.)

Lovers Lane and Schaeffer Rds.

R. D. 3.

NORWALK, O.



GOLDEN VICARY PRIVET LINERS

Lovely, solid, golden-leaved variety. Extremely adaptable for a striking border. Retains full golden color from spring to fall. Beautiful for rose bed borders. Should have full sun.

Per 10 Per 100 Per 1000
Liners in 2-in. pots. \$2.00 \$18.00 \$150.00
Rooted cuttings, ... 10.00 80.00

BEARDSLEE NURSERY
PERRY, O.

For the finest in —

NURSERY-GROWN SEEDLINGS

Write —
Forrest Keeling
Nursery
Elsberry, Mo.
Hugh Stevenson, Prop.

**MISSOURI
GROWN
IS HARDY...**



Seedlings and Transplants

NEWPORT NURSERY CO.
NEWPORT, MICH.

decline in the growing of balled field stock in favor of container plants is evident in recent years, yet certain firms continue doing a good business with the field-grown type of material. Camellias and azaleas are grown by specialist producers and shipped throughout the nation wherever these plants are adaptable. Other horticultural products grown in southern California and widely shipped are indoor foliage plants, bedding plants, ground covers, succulents, palms and many more.

It is with the retailer, however, that the most rapid developments have been noted and the greatest problems encountered. These changes and problems are doubtless found in other areas. Perhaps they are nation-wide as well and as such, can be recognized by the dealer in Maine as well as California.

Retail Problems

In recent years, the southern California retail nurseryman has observed the following problems in his business: (1) More customers but lower unit sales—the larger estates are disappearing, with a few exceptions such as in the western Los Angeles, Beverly Hills area, so that the average customer is a small homeowner with limited space for plants; (2) increased percentage of sales of dry materials compared to sales of plants, a situation specially true in older, built-up sections; (3) decreasing profits due to higher operating costs brought about by higher taxes, increases in general costs of doing business not matched by a boost in selling prices and other more specific problems encountered in individual operations.

Some firms, originally established in older areas, are now opening branches in the southeastern California regions as new building continues in that direction. In particular Rosedale's Nurseries now have seven outlets, recently opening branches at La Habra and Santa Ana, while Armstrong Nurseries operate five salesyards in strategic locations. Many others have two or three stores.

The Times-Mirror survey discloses that the area marketing trend is toward fewer but larger stores. This is particularly true with food markets. In line with this trend were statistics showing that the average nursery retail sales in 1955 were \$30,000 per nursery as contrasted to \$16,000 in 1950.

In the struggle for the customer's dollar, local nurseries have constructed larger, more attractive garden supply stores; increased available

BIG RUGGED PLASTIC-LINED BAGS AND
51-GALLON STORAGE DRUMS FOR YOU.



← "They Go Together Like a Horse and Carriage"

VITALOAM

For You and Your Customers

SPRING IS HERE—ACT QUICKLY!!!

Just say — Rush us your "BUSINESS
BUILDER" Retail Assortment — \$48.00
prepaid. Contains everything to get
the business. Beautiful literature—
stunning display—**handsome profit.**

FOR YOUR TRADE

NOW HERE'S NEWS

**WE WANT VITALOAM IN TWO THOUSAND MORE
GREENHOUSES and NURSERIES RIGHT NOW—THIS SPRING!!**

WE WILL SPEND \$100,000.00

TO ATTAIN THIS GOAL

WHY? BECAUSE WE NEVER LOSE A CUSTOMER IF WE CAN
SELL HIM THE FIRST 10 BAGS.

VITALOAM ALWAYS WINS

—TRADE-MARK—

And There Is No "Substitute"

BECAUSE—No other firm or person—in all this wide, wide world—knows
our "Sixty-Million-Dollar" Secret—The formation of the Vitaloam "Culture."

MOST BEAUTIFUL
RETAIL LINE IN AMERICA



COMPLETELY FILL IN THIS FORM AND WE WILL HELP PAY FOR YOUR TRIAL ORDER

CHIEF OF RESEARCH

Laboratories of Soil & Plant Research, Inc.,
133 Wilson Ave., LANCASTER, OHIO

Date _____

I would like to be convinced that NEW Double-Cultured VITALOAM can do more for me than manures and chemical fertilizers. I understand that many big growers are reporting almost complete freedom from disease and insect infestation; also, that VITALOAM-treated soil is the finest potting soil for all plants. Please ship us the orders designated by an "X" in the square, and give us credit for the amount specified as your share of the cost of this trial order.

Firm Name _____ By _____ Title _____

Street _____ City _____ State _____

☐ Please ship 10 80-lb. bags at \$52.00 wholesale and credit \$16.00 as your share of the cost on this trial order. I am enclosing remittance covering the balance due. ☐ Please ship us your BUSINESS BUILDER assortment of retail packages, including attractive literature, display and self-sales posters. Price \$48.00 prepaid. (Note: Well-rated firms need not remit with order unless they choose to do so.)

These questions are a part of this form. Please answer in full.

If a greenhouse, how many feet of glass? _____ Nursery, number of acres _____

Wholesale only ☐ Retail ☐ Both ☐ Do you have a salesroom? ☐

GRAFTED BLUE SPRUCE NOW READY FOR SHIPMENT

Moerheim } from 2½-in. pots
Koster } **\$125.00** per 100.

Not less than 25 of a kind.

For other liners ask for list.

THE PAUL OFFENBERG NURSERY CO.

*Propagators and Growers of Evergreens
and Ornamental Plants*

**3415 E. Livingston Ave.
COLUMBUS 13, OHIO**

Make Fleming's Your Headquarters for

MODERN PERENNIALS

We are hybridizers and growers of many of the finest new perennials, have recently introduced the outstanding Chrysanthemums Copper 'N' Gold, Fleming's Firebird, Maple Mound and Snow Sceptre; Hibiscus Peppermint Stick, and Penstemon Regality. Many others are "in the works." A postcard will place your name on our mailing list.

FLEMING'S FLOWER FIELDS

3100 Leighton Ave.

LINCOLN 3, NEB.

1956

15 MILLION SEEDLINGS

of

Scotch, Austrian and Red Pine

MCCURDY BROS. NURSERIES

1957

MANTON, MICH.

REMEMBER SHERMAN'S for . . .

Alpine Currant
Hydrangea P. G.
French Lilacs
Snowball
Shade Trees
Evergreens
Phlox
Peonies
Plum Seedlings
Lining-out Stock

Let us quote you on your requirements.

SHERMAN NURSERY CO.
CHARLES CITY, IA.

Hydrangea P. G.
Hydrangea P. G. (Tree Form)
Ornamental Trees
Grapevines, 1-yr.

Thorne Brewster

WILLOWBEND NURSERY
PERRY, O.

customer parking areas; added more allied lines to emphasize one-stop service; utilized the factor of eye appeal in construction, display and decorating combinations; worked closely with suppliers in promotion campaigns, and emphasized modern sales techniques.

Landscape service in some form is offered the customers by most southern California retail nurseries. Some are equipped to do a complete job, while others offer consultation, design or planting. In many cases this service has become the major portion of the business, particularly in the summer and fall months, when retail income often falls short of equaling operating expenses.

Many marketing experts have expressed the opinion that southland nurseries as a whole fall short of standards noted in other areas. Closer industry cooperation in matters of joint promotion programs, cooperative advertising on a large scale and a uniform higher price structure would raise the standards of the trade for the benefit of all, they believe.

Chain Store Competition

Competition from markets and other outlets whose sales of nursery products are incidental to their principal business has undoubtedly adversely affected the retail nurseries. How deeply they cut into the nurseryman's sales, no one can say. State license records show that of the 6,600 total recorded, about 1,700 permits are annually given to such non-nursery outlets.

No statistics are available on the quantity of plant materials sold by market chains, but surveys by the Times-Mirror Co. indicate that the nurseryman more than holds his own in the sale of seeds, insecticides and fertilizers. The following table illustrates the trend:

	Seeds	Insecticides	Fertilizers
Nurseries	60 per cent	62 per cent	79 per cent
Grocery stores	7 per cent	21 per cent	6 per cent
Hardware stores	4 per cent	6 per cent	
Others	21 per cent	11 per cent	

Specifically, two large chains — Sears, Roebuck & Co. and the Mayfair Markets do considerable business in nursery products in southern California. Both employ experienced tradesmen on their sales staffs, and the Mayfair Markets in particular do a sizable business in container stock. Other market firms sell seasonable items, specializing in the easy-to-handle convenience goods that customers can carry with them. Little or no service or information is supplied by these organizations.

Most observers are of the opinion
[Concluded on page 84]

FOR A GOOD DEAL IN

SALES APPEAL

... ORDER THIS PROFIT-MAKER
FROM YOUR GROWER **NOW!**

Love Song

The HIT OF THE YEAR!



PLANT PAT.
No. 1360

... AND ASK HIM TO GROW FOR YOU

PLANT PAT.
No. 1469



Lady Elgin

A New Beauty
That CAN'T Miss!

You won't miss either when the votes are in! The people will go for these bright beauties in a big way—so climb aboard the bandwagon and ride to profits with the winning team . . . the cheerful Love Song and the elegant Lady Elgin.

THE
CONARD-PYLE CO.

WEST GROVE, PA.



Montezuma

Scarlet-orange, brilliant, rich and arresting! This superb grandiflora has caught the public fancy as few new Roses ever have. Montezuma has everything! . . . a profusion of shapely buds, big, showy, long-lasting blooms and a big, vigorous plant. Your customers will love it!

Circus

It was the floribunda sensation of 1956 . . . the only All-America choice for 1956—and a sellout everywhere. Circus received the most publicity ever accorded a new Rose, and the demand will be up—plenty!

ARMSTRONG

Make More New M

The best known Roses are the most widely known. Year after year, TV commentators and gardening authorities have given a vote of confidence which every nurseryman knows will sell!

BEST SELLERS in 1956

Circus, with its three-ring color, has set all kinds of sales records in the Rose business. And glamorous Montezuma's striking color, was a close second! These two, with their fine qualities, are certain to set greater sales records in 1956-57.

Circus



TING ROSES

Net Make More Profit

most w. Year after year, garden editors, radio and
ing and planters about Armstrong Roses. It's an annual
y nurse follow profitably. You know Armstrong varie-



Midnight

BEST SELLERS for 1957

Introducing two new beauties with features
long wanted.

Midnight

Now, at last, here is a fine black-red Rose in those
velvety midnight tones, which has a vigorous plant
and a resistance to mildew. The alluring, deep black-
red color is displayed in long, slender buds and in a
profusion of graceful, open blooms—each one made
more glamorous by a rich, spicy fragrance.

Moonsprite

This answers the need for a good, light-colored flori-
bunda. The handsome, low-to-medium plant is almost
continually decked out with fragrant, double, chry-
santhemum-like blooms, shading from pale gold to
cream or snowy white. Moonsprite's great for a bed,
border or hedge, and it's fine for cutting, too.

Visit Our Convention Booth

Stop in and say "Hello" at our convention booth at
Los Angeles. We'd like to meet you and to show you
samples of our new "Garden Magic" packaged Roses.

Color Sells

Color plates with which to
illustrate Armstrong Roses
in your literature, or ready-
printed illustrations are
available at a small cost.
Tell us what you need.

Moonsprite



Write For Our Wholesale List Today
Armstrong Nurseries
Ontario, California

2 New BOSLEY

Blossomtime is the most continuous blooming hardy climber that we know. It produces Hybrid Tea quality blooms all summer until the first snows or hard freeze of winter. To those of you who were disappointed last season, BLOSSOMTIME will be available again in the fall of 1956 from THE BOSLEY NURSERY, Mentor, Ohio, or the following licensed growers:

Blossomtime, Everblooming
Climber

A. R. S. "Proof
of the Pudding"
ratings are high
on Blossomtime.

Plant Patent
1240

BARNES ROSES
Huron, Ohio

GERARD K. KLYN
Mentor, Ohio

PETERSON & DERING
Scappoose, Ore.

BOSLEY NURSERY
Mentor, Ohio



Y NURSERY *Roses*

MENTOR, OHIO

Golden Wings

A landscaper's dream come true—an iron-clad hardy everblooming shrub rose. A Hybrid Tea rose of charming simplicity that appears to be hardy without protection in the coldest inhabited parts of the United States. Try it for an everblooming high hedge. It is truly one of the most unusual roses ever developed.

Golden Wings

has one of the highest ratings ever given a rose by A. R. S. "Proof of the Pudding," 1956. Plant Patent 1419. ©

(A Shepherd hybrid)

The demand will exceed our supply for the next several years. Contact the following licensed growers.

GERARD K. KLYN
Mentor, Ohio

BOSLEY NURSERY
Mentor, Ohio



BORK NURSERY

Wholesalers of Choice Nursery Stock

**ROSES
SHRUBS
EVERGREENS
FRUIT and SHADE TREES**

Our convention representative:

LESLIE BORK, JR.

Phone: AM 8-7267

ONARGA, ILL.

MARSHALL NURSERIES

Arlington, Neb.

QUALITY EVERGREENS

Blair Maple
Seedless Green Ash
Moraine Locust

Flowering Crab Apples,
Shrubs and Peonies
in the better varieties.

Specimen Landscape Materials Our Specialty . . . TAXUS



W. A. NATORP CO.

4400 READING ROAD
CINCINNATI 29, OHIO

Visit our nurseries when in Cincinnati

Hardy Northern-Grown PERENNIALS

Strong Roots
Grown on the
Shores of Lake Superior

**NORTH POLE NURSERY
CORNUCOPIA, WIS.**

NORTHERN-GROWN STOCK

Evergreen Liners
Bleeding Hearts
Ornamental Shrubs
Fruit Trees
French Lilacs
Philadelphus Minnesota Snowflake
(Plant Patent No. 538).
Send for list.

J. V. BAILEY NURSERIES
ST. PAUL 6, MINN.

WE OFFER . . . Our General Line of SMALL FRUIT PLANTS

Let us quote on your
requirements.

L. J. RAMBO'S WHOLESALE NURSERIES
Bridgman, Michigan

LINING-OUT STOCK

Heavy well-grown potted plants.
Suitable for field planting.
Write for list

THE *Hollandia*
Gardens

SOUTH VIENNA, O.

that legitimate nurseries, offering high-quality merchandise along with considerate service, can successfully compete with the markets.

Thus the nurseryman of southern California operates in a market of tremendous potential. His operations are varied, perhaps not too unlike those of his fellow tradesmen from other areas; his problems are similar, and his approach to their solution is on a sound, businesslike basis.

U. OF I. TO REPLACE ELMS

According to a recent announcement the University of Illinois, Urbana, will begin an extensive tree planting program to replace the university's elms, disappearing as a result of Dutch elm disease. The disease struck the campus trees about three years ago, and 450 of the largest elms have been lost since. According to university spokesmen, all the remaining elms will fall victim to the disease in less than two years. The great elms were planted in 1870 by Prof. T. J. Burrill.

A variety of trees are to be planted, in order to avoid a possible future wholesale loss of trees. Trees to be planted include sugar maples, sweet and sour gums, thornless honey locusts, hackberries, pin and red oaks, Crimean lindens and tulip trees. Thornless honey locusts have been selected to replace the elms that used to arch high over the quadrangle's Broadwalk. It is planned to trim the lower limbs of the low-branching locusts, to achieve the same appearance the elms gave to the walk.

ADDED LANDSCAPE REPORT

Vernon Marshall, Marshall Nurseries, Arlington, Neb., reports that normal spring rains, beginning in May, offer a hope of a good growing season this year, after the extreme drought of the past year. He wrote June 8 as follows:

"In spite of the hot, dry, late summer season and extremely dry fall and winter seasons, our retail sales were slightly ahead of the past year's, which was our best year on record. I am not sure how we will come out from a standpoint of profits, since replacements from the previous year's planting were extremely heavy, because of the drought. However, collections have been fully up to normal, and we are in hopes that we will show a profitable season. We are just now closing our books for the year's business.

"From the standpoint of moisture the area was approximately 10 inches below average this past year, up to

One
**insecticide solves
 practically all your
 insect problems!**

MALATHION



With malathion, you can protect your flowers and ornamentals against practically every insect that might attack them.

And malathion is easy to use, because it offers a high degree of operator safety plus broad effectiveness against insect pests.

Malathion is compatible with most other spray materials, too—so make malathion *basic* in your insect control.

ANOTHER IMPORTANT SOURCE OF PROFIT—You can confidently recommend and sell malathion insecticides to your gardener customers. For malathion protects the home gardener's flowers, shrubs, vegetables and fruit trees against almost every insect pest.

American Cyanamid makes the technical malathion for malathion insecticides which are packaged by well-known manufacturers under their own brand names. Consult your regular source of supply, or write us for suppliers' names. If you don't already have a copy of the **MALATHION GROWER'S GUIDE**, we'll be glad to send you one.

CYANAMID

AMERICAN CYANAMID COMPANY
 AGRICULTURAL CHEMICALS DIVISION
 30 Rockefeller Plaza, New York 20, N. Y.

*P.S. Malathion
 kills flies, too!*

MALATHION CONTROLS:

Aphids
 Spider mites
 Whitefly
 Mealybugs
 Thrips
 Japanese beetle adult
 Four-lined leaf bug
 Tarnished plant bug

Rose leafhopper
 Potato leafhopper
 Soft brown scale
 Monterey pine scale
 Black scale crawlers
 Pine needle scale
 Oyster shell scale
 Juniper scale
 Fletcher scale
 Bagworms
 Oak kermes
 Scurfy scale
 Florida red scale
 Azalea scale
 Magnolia scale
 Pine leaf scale
 Euonymus scale
 Birch leafminer
 European pine shoot moth
 Tent caterpillar
 Lace bugs

DEVELOPERS AND PRODUCERS OF MALATHION TECHNICAL

LANDSCAPE MATERIAL

Fall, 1956 — Spring, 1957

- 10,000 White-flowering Dogwood, 3 to 12 ft.
- 3,000 Red Pine, 3 to 12 ft.
- 20,000 Scotch Pine, 3 to 10 ft.
- 15,000 White Pine, 2½ to 15 ft.
- 2,000 Black Hills Spruce, 3 to 5 ft.
- 15,000 Norway Spruce, 2 to 6 ft.
- 2,000 Andorra Juniper, 15 ins. to 3 ft.
- 4,000 Pfitzer Juniper, 18 ins. to 3 ft.
- 2,000 Euonymus alatus, 3 to 4 ft.
- 12,000 Euonymus compactus, 15 ins. to 3 ft.
- 1,000 Euonymus erectus, 18 to 24 ins.
- 2,000 Euonymus vegetus, 15 to 24 ins.
- 1,000 Cotoneaster divaricata, 2 to 4 ft.

MICHIGAN PEAT MOSS—30 cu. yd. loads, full measure guaranteed. Delivery in July, August and September to Dayton, Cincinnati, Columbus and Cleveland areas.

WADE & GATTON NURSERIES

BELLVILLE, OHIO
Phone: Butler 2-3191

Thorndale Sub-Zero Evergreen Ivy

Special Strain Stands 20 Degrees Below Zero!

Nationally advertised to sell at:
6 for \$4.50 25 for \$15.00
12 for 8.50 100 for 50.00

WHOLESALE PRICE!

\$25.00 per 100 heavy plants.
2½-in. pots or 2-in. plant
bands.

Our entire 1956 stock is sold out.
ORDER NOW for delivery in
spring, 1957.

THORNDALE FARM
Nursery Dept.
WOODSTOCK, ILL.



ROSES

Quality and Service

**MENTOR
ROSE GROWERS, INC.**
MENTOR, O.

Get our price list before you buy

GOOD NURSERY STOCK

AS WELL AS

ROSES

GERARD K. KLYN, Inc.
MENTOR, O.

May 1. Only three inches of moisture were recorded in the preceding eight months. However, May was fully up to normal in moisture, with temperatures slightly below normal, and the spring season so far has been a good season for plant growth.

"We were able to hold up our volume only by a somewhat better sales program, having added a few salesmen during the past year, and also we think we have done a better job of training new men.

"We built a garden shop addition to our Omaha establishment and have been well pleased with the results obtained by this addition to our cash-and-carry business there. We find our customers still willing to pay good prices for good service and good merchandise.

"We suffered some losses of certain varieties of evergreens and even shade trees in the field as a result of the drought, but with a normal amount of rainfall in May, the stock is now looking fine, and if we continue to get rain during the summer, we anticipate a good growing season."

C. A. N. HISTORY AND AIMS

[Continued from page 15]

with state and federal laws and regulations relating to the production and distribution of nursery stock.

The association attempts to interpret the views of the industry to legislative and administrative agencies, as well as to provide representation for the industry in the state capital, supporting helpful measures and actively opposing any harmful legislation. The membership is kept posted on legislation and on technical and business information through a monthly bulletin and special releases published by the association.

Action on Legislation

Through the promotion of legislation, the association has been instrumental in having an official Arbor day—March 7—proclaimed in California. The association also supported a senate resolution for proclamation by the governor setting aside a period designated as "Tree Planting Time" in California, during which time the governor requests people throughout the state to plant one or more trees or shrubs on their property.

As a result of activities by the association, decisions have been obtained from various state departments placing the industry in an agricultural classification, thus effecting considerable savings in unemployment taxes for many members.

One of

AMERICA'S LEADING PRODUCERS

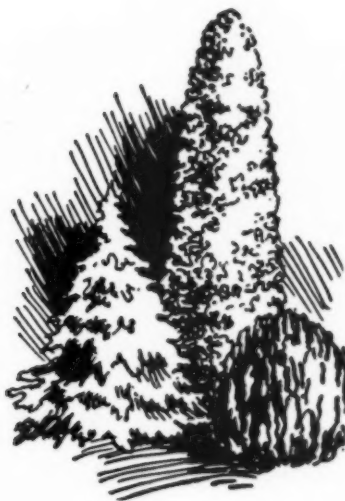
of

Holly Liners

IN THE

CRENATA — CORNUTA — OPACA

Varieties



AT THE CONVENTION

SEE

OLLIE GRESHAM

DICK RICHARDSON

GRESHAM'S NURSERY

DIAL 82-5689—Night Phone 82-5680

R. F. D. 9

RICHMOND 25, VA.

FALL, 1956

EVERGREENS
SHRUBS
SHADE TREES

AMUR RIVER PRIVET
all sizes up to 3 to 4 ft.,
3-yr. twice cut back.

Special price quantity lots.

BARBERRY MENTORENSIS, up to 2 to 3 ft.

C. M. HOBBS & SONS, INC.

BRIDGEPORT, IND.

Established 1875

Charles Fiore Nurseries, Inc.

Prairie View, Ill.

Telephone: Libertyville 2-3004

Growers of
Ornamental Nursery Stock



Write for Our Seasonal Trade List



We Specialize in
Landscape-Size Material



Quality Ornamentals
Since 1881

nursery company

2000 Jackson St.

PAINESVILLE, O.

EVERGREENS

Lining-out and B&B Stock

SHADE TREES

FLOWERING SHRUBS



P. O. Box 1747

MILWAUKEE, WIS.



TAXUS

is our specialty.
Bed stock—Liners
Finished—Specimen.

Send for List

EAGLE CREEK NURSERY CO., NEW AUGUSTA, IND.



EVERGREENS

Growers of Quality Evergreens
Lining-out Stock a Specialty

Write for Trade List

EVERGREEN NURSERY CO.

Established 1864 : STURGEON BAY, WIS.

WELLER'S PERENNIALS

With That Wonderful Root System
Headquarters for

HARDY MUMS AND PHLOX
Ask for our Perennial Catalog.

WELLER NURSERIES CO., Inc.
Leading Perennial Growers
HOLLAND, MICH.

Assistance is also offered to members having general tax problems.

Certification Programs

The C. A. N. has joined in conferences with state officials to formulate certification programs for various phases of the industry. As a direct result of the close cooperation of the association and its members with the state department of agriculture and the county agricultural commissioners, shipments of nursery stock under the Pinto tag program have been accepted by all but two counties. More than 700 nurseries now ship under this program.

A group compensation insurance plan has been effected by the association with the state compensation insurance fund that has resulted in refunds of over \$125,000 to participating members. Liability insurance and health and accident and life insurance are also participated in by association members.

The association not only encourages and sponsors research work by the University of California on the production and distribution of nursery stock, but presents a definite program for investigation as requested by the industry. It urges research by state and federal agencies and by privately endowed organizations and institutions. Yearly refresher courses are conducted by the association for members of the industry at leading universities in the state.

A program of public relations has been carried on by the association to develop public opinion favorable toward the industry and to stimulate the use of nursery products for home and community beautification. Planting booklets for distribution to customers have been prepared and, with other pamphlets, have been made available to members. Special plant labels have also been developed and supplied in the broad service program.

A. A. N. SPECIAL SIDE TRIP

Jackson & Perkins Co., Newark, N. Y., and Mount Arbor Nurseries, Shenandoah, Ia., have announced cooperative plans making possible a trip to these firms' rose-growing fields in northern California to travelers aboard the special train to the Los Angeles convention of the American Association of Nurserymen this month. The train will be met at Merced, Calif., at 6 a. m. July 13, and all who desire to make this extra excursion will leave the train and be guests of the two firms for breakfast at Merced.

After breakfast, air-conditioned buses will take the party to the rose

BAIER LUSTGARTEN AZALEALAND NURSERIES

Northern-grown, hardy azaleas, well-budded, sheared, heavy stock, field-grown, excellent foliage. Over 200,000 for spring delivery. All sizes from 8 ins. to 3 ft. All B&B.

AMOENA

8 ins.	\$0.75
10 ins.	1.00
12 ins.	1.25
15 ins.	2.00

CORAL BELLS

8 ins.75
10 ins.	1.00

HINODEGIRI

Our Hinos are very dark red.

8 ins.75
10 ins.	1.00
12 ins.	1.25
15 ins.	2.00
18 ins.	2.50
20 ins.	3.50
24 ins.	5.00
30 ins.	6.00
36 ins.	7.50

ORANGE BEAUTY

This Kurume azalea is the best we have ever grown. In foliage it looks exactly like the Hinodegiri but grows faster and is bright orange in color. We have 30,000 1-yr. liners ready for delivery. \$150.00 per 1000. Get some of this scarce item. Very hardy. Also in the following sizes:

10 ins.	1.00
12 ins.	1.25

SNOW

8 ins.	\$0.75
10 ins.	1.00
12 ins.	1.25

LEDIFOLIA ALBA

8 ins.75
10 ins.	1.00
12 ins.	1.25
15 ins.	2.00
18 ins.	2.50
20 ins.	3.50
24 ins.	5.00

MAXWELL

8 ins.75
10 ins.	1.00

KAEMPFERI

Hardest of all azaleas; well-budded, heavy.

OTHELLO, SALMON BEAUTY, FEDORA and CARMEN are all the same price.

8 ins.75
10 ins.	1.00
12 ins.	1.25
15 ins.	2.00
18 ins.	2.50
20 ins.	3.50
24 ins.	5.00
30 ins.	6.00
36 ins.	7.50

We also have limited quantities of the following varieties: Louise Gable, Favorita, Beethoven, Johann Strauss, Rose Bud, Rose Greeley, Addy Wery and Polaris.

We have 130,000 transplanted liners ready for delivery in all the above varieties at \$150.00 per 1000. Come out and see them.

Buy northern-grown hardy azaleas. Our cuttings are made from plants that have been outdoors, unprotected for the past 15 years. Try them once and see the difference.

BAIER LUSTGARTEN

Jericho Turnpike, MIDDLE ISLAND, L. I., N. Y.

Phone: Yaphank 4-3444

Beetle Zone Only

YOU WILL LIKE THE QUALITY OF NAUGHER'S

Pink Dogwoods

- Dormant Budded on Trans-planted Seedlings
- Heavy, Fibrous Root System
- Sturdy Caliper
- Well-Branched
- Properly Grown
- Liberally Graded

Field-Grown Evergreen Liners

- Hardy, Well-Rooted Liners
- Properly Irrigated and Fertilized
- Root-Pruned in Growing Season
- Freshly Dug—Never Stored
- Packed Properly
- Deeply Cultivated with Rotovators

WRITE TODAY FOR QUOTATIONS! FALL OR SPRING DELIVERY!

Naugher's field-grown evergreen liners, produced in quantities in the open fields in northern Alabama, consist of *Abelia grandiflora*, *Abelia Edward Goucher*, *Andorra Juniper*, *Ashford Juniper*, *Fastigiata Juniper*, *Greek Juniper*, *Hetz Juniper*, *Irish Juniper*, *Pfitzer Juniper*, *Compact Pfitzer Juniper*, *Savin Juniper*. You're sure to like Naugher's quality and livability!

Naugher's Packing Is Free When Cash Accompanies Order



NAUGHER NURSERY CHASE, ALA.

Telephone Huntsville, Ala. JEFFERSON 4-0261

fields, drive through the area and stop frequently so new varieties can be examined closely and the quality of the bushes can be noted. It is estimated about 10,000,000 rose-bushes in bloom will be seen.

A tasty box lunch will be served en route, and the train convention party will be rejoined at Yosemite at 2 p. m. In this way the extra trip can be made without any cost and without missing any of the sights in Yosemite National park.

Train passengers have been informed of this trip offer with a request for prompt notification of the hosts concerning reservations desired, which are absolutely necessary.

CALIFORNIA'S NURSERY BUSINESS

[Continued from page 9]

were Lewis & Bard, who opened their Fresno nursery in 1893, and the development of the Fancher Creek Nurseries, by F. Roeding, of San Francisco, in 1894.

End of Century

While the fourth decade, the period from 1880 to 1890, was characterized by great activity in propagating and planting fruit trees and

25 PER CENT DISCOUNT

Our nursery has been sold and we have a limited time to move this nursery stock. This is the finest we have ever produced.

We are offering thousands of upright, grafted evergreens and *Magnolia soulangeana* at a 25 per cent discount.

Carload orders solicited.

CHANDLER LANDSCAPE & FLORAL CO.

101 W. 47th St.
KANSAS CITY, MO.

Select Strains of MAHONIA AQUIFOLIUM

GREEN and RED BARBERRIES

Seedlings, Transplants and Finished Stock

Of the many popular broad-leaved evergreens, MAHONIA AQUIFOLIUM is outstandingly gaining in popularity because it is NOT too particular of soil type or climate.

Variety of Hedging, Flowering Shrubs
and Lining-Out Stock in Quantity and Quality.

JOHN G. STROPKEY & SONS NURSERIES

485 Bowhall Rd.

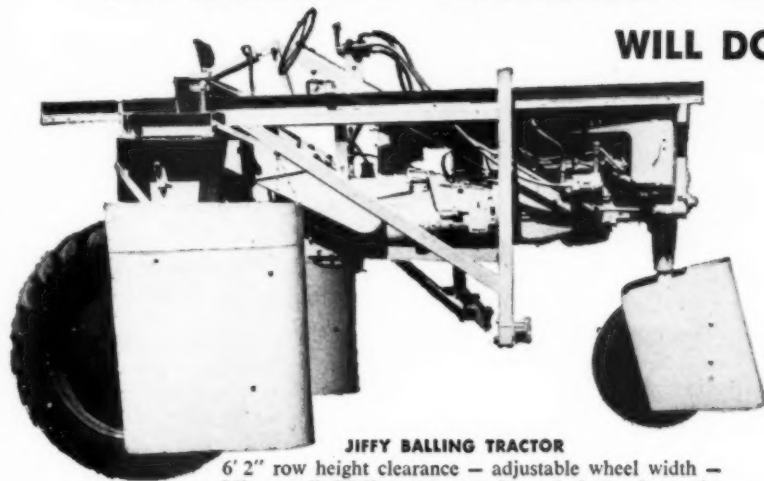
ELmwood 2-1803

PAINESVILLE, O.

NO MATTER WHAT JOB YOU'RE PLANNING... THE **JIFFY NURSERY TRACTOR**

WILL DO IT...

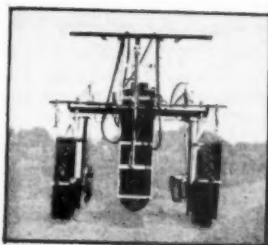
**FASTER
BETTER
AT LESS COST**



JIFFY BALLING TRACTOR

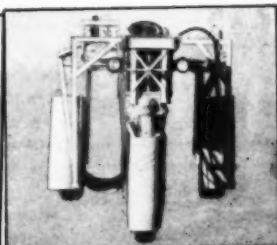
6' 2" row height clearance — adjustable wheel width — Minneapolis-Moline power unit — 5 forward speeds — hydraulically operated attachments — oversized tires for greater flotation — wheel shields to protect foliage.

Proven attachments for the **JIFFY NURSERY TRACTOR** give you an all-purpose unit. Now, do every nursery job — balling, undercutting, shrub digging, root pruning, cultivating, spraying and fertilizing with one machine!



JIFFY SPRAYER

Kromer-designed spraying unit — hydraulically raised 2, 4 or 6 row booms. Pump delivers 12 gallons per minute at 300 lbs. pressure. 230-gallon Finish "X" (non-corrosive) coated tank and booms — excellent for foliage feeding — PTO operated — no auxiliary engine to maintain.



JIFFY SHRUB DIGGER AND ROOT PRUNER

Dig or undercut all types and sizes of roots faster than a man can walk. Depth adjustable from 1" to 16" — hydraulically controlled by driver — 11, 14, 18 or 22" hardened steel self-cleaning and sharpening U-shaped blades.



JIFFY CULTIVATOR

One or two row units — cultivate 6 ft. stock easily — hydraulically operated — rugged construction throughout.



JIFFY SELECTIVE UNDERCUTTER

Enables balling all nursery stock — pass over trees to select the one you want — digs bare root trees individually — creates a perfect ball every time — undercuts to any desired depth — operated hydraulically from driver's seat.



JIFFY BALLER

Ball 150-200 trees per hour — works in any soil — wet or dry — 8, 9, 10, 12 or 14" perfectly shaped balls. Rugged, heavyweight construction guarantees years of trouble-free operation. Over 3 years of successful field use.

ATTENTION ALL WEST COAST NURSERYMEN! JIFFY FIELD DEMONSTRATIONS

YOU'VE GOT TO SEE IT TO BELIEVE IT—and to make this possible, the **JIFFY BALLING CO.** plans to have a complete tractor at Los Angeles in July, that will be touring all western states. If you desire a demonstration in your own nursery, contact us in Booth 14 for more information.

THE **JIFFY BALLING CO.**

LONG LAKE, MINNESOTA

12 Miles West of Minneapolis on U. S. 12
Greenwood 3-9191

SEE YOU AT THE A. A. N. CONVENTION LOS ANGELES, CALIFORNIA JULY 15 to 19

Films of the Jiffy Tractor in Action
**JIFFY FIELD DEMONSTRATION FOLLOWING
CONVENTION IN ALL WESTERN STATES**
Check with us in Booth 14 for more information.

JIFFY BALLING COMPANY Long Lake, Minnesota

Please send me further information about the **Jiffy Nursery Tractor** and when you'll be in my area.

NAME _____

NURSERY _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____

EVERGREENS and SHRUBS

We have a nice supply of the following:

Pfitzers	Rugosa Roses
Upright Junipers	Spiraea Anthony Waterer
Arborvitae	Spiraea Vanhouttei
Broad-leaved Evergreens	Forsythia
Magnolia Soulangeana	Honeysuckle
Magnolia Soulangeana Nigra	Japonica
Pink Almond	Pink Weigela
Privet	Red Weigela
Dwarf Ninebark	Pink Dogwood
Lilac	Weeping Willow

We have many more varieties not listed above.

Be sure to discuss your needs with us.

Represented at the convention by

GEORGE CULTRA

MORNING STAR NURSERY

RIVES, TENN.

60 miles south of Cairo, Ill., on U. S. Highway 45-W

COMMERCIAL

Nursery Co.
ESTABLISHED 1900

Decherd, Tennessee

OUR 56th YEAR

Ready to Serve You Better Than Ever!

Drop us a line if not on our regular mailing list.

Let us quote on your needs for fall.

Big assortment of Flowering Crab Apples. Write for list.

HUBERT NICHOLSON

T. N. NICHOLSON, SR.

Fruit Trees Grown under Irrigation

Extra-heavy Peach, Plum and Apricot.

Get our prices before you buy.

BASHAM NURSERY

MOUNTAINBURG, ARK.

Phone 2F11

grapevines in California, the fifth and sixth decades, from 1890 on, saw a collapse of the boom, when the nursery industry experienced considerable trouble. The letdown in the boom, coupled with extremely dry seasons of 1898 and 1899, left the nurseries with many canceled orders and excess nursery stock. During this period of time there were many changes in personnel in the nursery business, especially in southern California. Many of the nurserymen of the period, however, were able to withstand the bad times, and such firms as Armstrong's, Ontario; Teague, San Dimas; Germain's, Los Angeles; Roeding's and Wilson & Lewis, Fresno; Kirkman, Merced; John Rock, Niles; Burbank, Santa Rosa; Coates, Napa, and some of the better established firms in the valley areas were able to continue in business.

Today many of these pioneer nurseries are still in operation in California. The sound foundation on which the pioneers built has enabled these firms to expand and develop to the point where the industry is well on its way to being a \$100,000,000 industry in California and one of the important factors in the agricultural picture and general economy of the state, with the growing of ornamental nursery stock representing by far the largest percentage of the business. Today large garden centers indicate a new era in the business, and the growth has surpassed even the most optimistic outlook of the pioneers in the industry.

DOGWOOD BORER

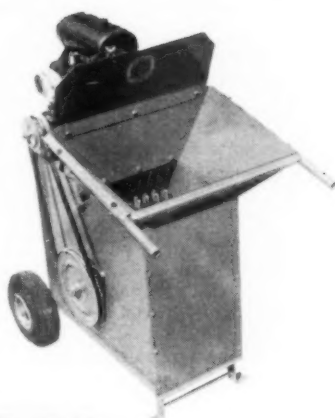
A recent report of the Connecticut agricultural experiment station, New Haven, discusses the dogwood borer, a serious pest of flowering dogwood in Connecticut. The dogwood borer threatens trees planted within 300 feet of an existing infestation. Especially severe damage may occur when the bark of the trees has been injured.

In the summer-long stage of egg-laying activity of adult moths, eggs are laid on the bark, frequently near an injury; the larvae or borers are unable to chew their way through the bark and must enter the trunk or crown through an opening.

Research by John C. Schread, entomologist at the Connecticut agricultural experiment station, shows that chemical attack on the dogwood borer when the adult lays eggs and larvae seek entry into the trunk is highly effective. Sprays of either DDT or dieldrin emulsions four times at monthly intervals starting

TORMEY'S NEW ERA HORTICULTURAL SHREDDER

Exclusive swinging "hammer-blades" act as both shear and hammer, giving finest shredding performance. Handles greater bulk and coarser materials easily and smoothly. Delivered to you, no freight to pay; complete, no extras to buy.



NEW ERA HANDLES TONS OF WASTE

Bactex Co. says:

"We have processed in excess of 200 tons of cotton gin trash with the New Era and can truthfully say that no other piece of equipment will give us the texture that is necessary with this end product."

Bactex Co., Inc.
501 S. Medina St.
San Antonio, Tex.

Removable hopper section prevents rock throwback when left in place. Rocks are crushed, or discarded entirely; they do not pass through to spoil shredded material.

Handles a volume of green horticultural waste with efficiency and power that will amaze you.

MODELS AS LOW AS **\$149⁵⁰**

Write for more details.

TORMEY'S • BOX 428 P.O. • TEMPLE CITY, CALIF.
Telephone: ATlantic 7-0101

June 1 gave good protection against infestation. A single spray of aldrin or lindane early in May gave good control of overwintering larvae.

Most economical summer treatments found effective by Mr. Schread were 25 per cent DDT emulsion diluted 1 part to 400 parts with water, and 15 per cent dieldrin at the same dilution. Both were applied with a sprayer, as a bark wash, about three to four quarts of solution on a tree.

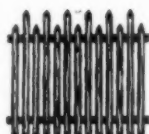
For control of overwintering larvae, Mr. Schread used 12.9 per cent lindane or 25 per cent aldrin at a dilution of 1 part to 400 parts, applied at the same rate and in the same manner. Benzene hexachloride (BHC) paste may also be used to kill borers in the galleries of infested trees, Mr. Schread points out.

TRANSFERRING its southeastern regional sales headquarters from Apopka, Fla., to 2009 Orient road, Tampa, Stauffer Chemical Co. will continue to maintain warehouse stocks at Apopka.

FAIRFIELD LANDSCAPE, INC., has been formed at 3535 North Buckner boulevard, Dallas, Tex., with A. Jack Threadgill as president. The firm will operate as a retail nursery and do landscape work.

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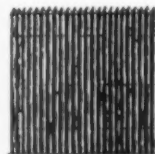
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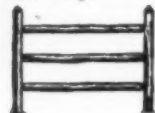
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PLANT NOTES HERE AND THERE

By C. W. Wood

Dianthus Foliage

Dianthus foliage is not sufficiently appreciated by gardeners in the painting of pretty landscape pictures. One who is fairly well acquainted with the pink family will agree, I think, that there is practically every shade of green in it, except yellowish green, and there are varying heights of foliage masses, from the lovely, blue-green, 3-inch tufts of the smallest forms of *Dianthus gratianopolitanus* (the awful name that botanists have now selected for beloved *D. caesius*) to the foot-tall, or taller, tufts of the more vigorous forms of *D. plumarius*, as in the one generally known in gardens as *D. robustus*. Although even experienced gardeners are apt to rely entirely upon the glaucous-leaved kinds when they are thinking of foliage pictures, one should not overlook the year-round beauty of those with green leaves, including the ubiquitous maiden pink, *D. deltoides*.

As is true of a few other plant families (much-maligned sedum, for instance), an entire garden could be planted to pinks and one would still have a garden of year-round beauty from the foliage and a season-long procession of flower color, from the rose-colored, foot-tall plant known in gardens as *D. boissieri*, though probably not that species, which commenced to bloom in northern Michigan in April, provided I remembered to put it in a protected frame at the approach of winter, until the curtain is rung down in autumn with the last splurges of color of *D. deltoides*, *D. gallicus* and *D. seguieri*.

Two Alyssums

The mention of plants for foliage effects in the preceding note reminds me of two alyssums, *A. atlanticum* and *A. condensatum*, that for their pretty silvery foliage alone should see more use in gardens. I realize, of course, that the entire alyssum family has a poor reputation among tidy gardeners, but not all kinds are the inveterate seeders that *A. argenteum* is and a few others that have been introduced to gardeners because they are readily available and indestructible.

One would naturally expect that the first of the ones mentioned, *A. atlanticum*, with a natural range extending from the Atlas mountains in

northern Africa eastward into Russia, would be tender to the cold of Michigan winters. Actually, it has been in my garden for 20 years or more and persists under utmost neglect, though never self-sowed to any extent. It makes a prostrate growth, with little spatulate leaves strung along the stems. At the stem ends grow big, pale gold flowers, three or four inches above the ground, in June, I believe, although I do not find a record of that happy event at the moment. Sunshine, good drainage and a protected spot in the north are needed to grow *A. atlanticum*.

The other silvery-leaved alyssum, *A. condensatum*, seems to be much confused in gardens. One usually gets (at least I did) what I suspect is a form of the highly variable *A. alpestre* for it. True *condensatum*, as I understand it, makes a little, tufted bushy growth to six inches or so, with pretty, little, gray leaves along the stem and heads of large, pale yellow flowers. It comes from the high

mountains in Asia Minor and was quite hardy in northern Michigan. It grows easily in a sunny spot in well-drained soil. Both kinds are easy to grow from seeds and cuttings.

Spraguea Multiceps

Since making the acquaintance of *Spraguea* years ago, first in the form of *S. umbellata* and then in the intriguing little *S. multiceps*, I have often wondered why gardeners, especially those with a liking for the unusual, did not take them to their hearts and gardens. It may be, though, that the plants never have been offered them. In fact, that is no doubt the case, for a search of the catalogs does not reveal many sources of supply. I suspect, however, that the plants, especially *S. multiceps*, would be a good seller among rock garden clients.

Spraguea belongs to the portulaca family and is made up of one to three species, according to one's botanical leanings. The one that

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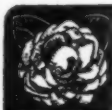
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heads this list may be the same as variety *candicifera* of *S. umbellata*, for all I know, because I never had anything under that name fully hardy in Michigan but used it as an annual in my trials. On the other hand, *S. multiceps* was not only hardy; it was long-lived, as portulacas go, especially if planted in a sandy, gravelly soil. It is ornamental in foliage alone, when the thick, fleshy basal leaves take on pretty shades of bronze on the underside, the color usually extending along the leaf edges. Then, when it throws out—literally, because the flower stems are sent out in all directions from the rosette—heads of fluffy, pink flowers, it is a most attractive plant. Like most of the portulaca tribe, it is easily grown from seeds and grows without much bother in light soil in sunshine.

Western American Arabises

A California grower asks for a brief resume of the good arabises of the west coast mountains. All that I can do is to say a few words about the few that I have seen and hope that I have not missed too many of the good ones. At the outset, however, the correspondent should be told that none of the kinds mentioned later really thrives in lowland, east-

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ern gardens, and I am not sure that the Los Angeles area would be any improvement. It should also be said that many arabises, perhaps a majority of them, have little, if any, garden value.

The most discussed westerner is *A. blepharophylla*. When out of flower, it could be mistaken for a dandelion by the unobservant. Let me say, though, that it does not behave like a dandelion in the east. It needs considerable shade in Michigan, and its drainage must be perfect. Even then one may never see the plant at its best, which includes fairly large, clear pink flowers on foot-tall stems. It is often available in seeds from western collectors and sometimes in Europe; so one could experiment at will.

One sometimes sees *A. purpurascens* recommended as a garden plant. That may be correct for gardens in its native range, but is far from good advice for the midwest, if my experience with it is a good basis for judgment. I have no idea what its cultural needs are, for it never did a thing in the open here and was short-lived when it flowered in pots. It makes a tight tuft of green, reminding one of the liver balsam, and sends aloft 6-inch stems, bearing reddish-purple cross flowers. It is not to be confused with *A. purpurea*, which I had once and lost after two years, presumably because it was tender to cold. *A. purpurea* had purplish flowers on 4-inch stems, as I remember it now, and was a rather pretty ornament but scarcely worth the trouble of keeping it in the north.

Judging from the little experience that I have had with the small shrubby plant, *A. koehleri*, it is my correspondent's best bet for a permanent native arabis. Hortus says that it comes from Oregon, and that is where my seeds came from years ago. Hortus also says that the flowers are scarlet, but my eye for color put flowers of my plants in the dark red class. The difference may be ac-

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counted for by personal color interpretations. In any case, it is a pretty, little subshrub growing to a height of six inches if the soil is sterile. In addition to a poor soil, it needs good drainage and sunshine. It is said to be floriferous in the wild and would then be a lovely garden ornament, but it never lived up to that reputation in my trials, no doubt because I did not treat it correctly. It is worth further trials in the east, as well as in the inquirer's garden.

Wood Anemone

I am always confused when I commence to write about the American wood anemone, and perhaps many others are just as confused when they think about it, especially if they are of the older school and learned to call it *Anemone nemorosa*. Then someone set it apart as *A. quinquefolia* on such minor points as lobed involucre bracts and smaller flowers. Finally, when the plant traveled farther west, it varied still more, and one finds the botanists calling it *A. oregana* and *A. lyalli*. But more of that later.

The eastern form, *A. quinquefolia*, is no more than a smaller, more delicate-looking *A. nemorosa*, as every experienced gardener knows. The latter is given every attention, de-

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servedly, by gardeners; the eastern native is quietly ignored by most. There are reasons, I suppose, why this is the case, but perhaps one need not look any further for reasons than the fact that the European form has varied into several superior named varieties, ranging in color from the pure white bracteata through many shades of blue and purple to rose-colored beauties. But even so, our own quinquefolia can add charm to any woodland area that is not too dry. As seen in nature the plant is smaller in all its parts than the cultivated forms of *A. nemorosa*.

On the Pacific coast there is to all appearances (from the gardener's standpoint) a 3-leaved wood anemo-

ne, the oregana of botanists. It is even smaller than *A. quinquefolia*, seldom exceeding three or four inches, in cultivated plants that I have seen, and carrying a small windflower, white, pink or blue depending on the area of collection, one flower just above each leaf whorl. Like others of its class, it needs shade and a soil rich in leaf mold. The other westerner of this group that I have had, *A. lyalli*, is smaller yet, but so like the other that one would not need both.

I suspect that the wood anemone occurs in some form around the world. I had one from Mexico (not hardy, of course) which had all the appearance of a robust *A. nemorosa*, and I read of one occurring in Chile. Certainly, Japan and Siberia yield

other forms or close relatives. It all makes one think that a collection of wood anemones from around the world would offer great possibilities to the plant breeder. The species should be grown from seeds or divisions and named forms from divisions.

Iris Dichotoma

While going over some old notes recently, I came upon one written in 1929 on the vesper iris, *I. dichotoma*, which I repeat here in part, with the thought that it may prove interesting in the light of present-day knowledge of the plant. I thought then, and I still think, that it would be a good thing for the neighborhood

[Continued on page 99]



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"The natural home of Iris dichotoma," I wrote two or three years after having received the plants in seeds, "in northern China and Manchuria would indicate a hardiness equal to anything that northern Michigan has to offer, but we have found that not to be true. The hard winter of last year (that would be 1928) carried away our few plants; however, they are so easily grown from seeds and bloom so quickly that we can have them in flower again next year for the small effort of planting the seeds now."

It is known now, of course, that it was not tenderness to cold of the iris which caused me to think it was not hardy; rather, it was the tendency of the plant to die after producing a crop of seeds. That is not invariably the case, to be sure, for I have had plants make several "fans" and bloom two or three times before succumbing to the effort, but it happens so often that one should



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look upon I. dichotoma as a mono-
carp and be governed accordingly.

To end this note, I append another
paragraph from what I wrote in
1929: "It blooms in late July or early
August, usually running well into
September here. This in itself makes
it a highly useful iris. Judged from
the color standpoint alone, it is not
the most beautiful iris in cultivation,
though some gardeners profess to
see great beauty in it. The "fans" are
about a foot tall, and the forked
stems attain twice that height. The
flower color is hard to describe, being
a curious combination of reddish pur-
ple, brown and buff, with a greenish
tinge in parts of the flower. The in-
dividual flowers are fleeting, lasting
but a few hours, usually opening soon
after noon and closing for good with
the coming of night. They are so
freely produced, however, that the
plant is seldom without a number of
open flowers during its long blooming
season."

Omphalodes Verna

Once in a while (and it is once
in a while in these days of mass pro-
duction of a few popular plant
groups) one comes upon an old plant
friend in a catalog or nursery, and
it is like meeting an old acquaintance
after being a long time in strange
places. I felt that way recently when
I opened a little catalog and found
blue-eyed Mary, *Omphalodes verna*,
there. It is encouraging to know that
some plant growers are cherishing
the material that made grand-
mother's garden such an intriguing
place. May their tribe increase, and
may they be blessed with something
more than the knowledge that they
are doing something fine for future
gardeners!

In case you do not know blue-eyed
Mary, it may be added that it will
spread into quite wide patches in
leafy soil in part shade, especially if
the soil is not too dry, sending up
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ALABAMA CONVENTION

[Continued from page 23]

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ON U.S. 22 NORTH
LEXINGTON, KY.

ROSEBUSHES

Another crop of the best rosebushes in the country will be ready to harvest in the fall, 1956, and spring, 1957. Don't be caught short again this season.

Price lists now ready;
send for your copy today.

MARTIN'S ROSE NURSERY

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purchase. In most cases, customer purchases decrease 25 to 50 per cent in value immediately on delivery. A customer who purchases a tree, shrub or rose plant would not take 10 times the purchase price five to 10 years after planting.

A piece of property can be increased in value from \$1,000 to \$1,500 with an expenditure of \$100 to \$150 for nursery stock. The proper planting of trees and shrubs around the home grounds can help to control the temperature on the property in summer and winter.

Planting can help create an outdoor living room, where the family can relax and enjoy such things as the barbecue pit. Working with plants and flowers does more to relieve tension than any other type of work or hobby.

Without trees, shrubs and roses, which are grown by nurserymen, the world would be a dismal place. Every nurseryman should be happy to be in a business that makes the world a better place in which to live.

Sales Picture

Mr. Stark continued with remarks on salesmanship, declaring it a major factor in maintaining the American way of life and preventing recessions or depressions. He urged a free flow

SUGAR MAPLE—ACER SACCHARUM

Grown 6 yrs. in field under intensive cultivation.

Fibrous-rooted and excellent trees.

6 to 8 ft.; 8 to 10 ft.; 10 to 12 ft., good caliper.

ALSO

Silver Maple	Pink Dogwood	Flowering Crab Apple	Fruit Trees
Chinese Elm	White Dogwood	Crape Myrtle	Grapevines

Prices quoted on request: On your truck here, or delivered to you.

SHAHAN NURSERIES

TULLAHOMA, TENN.

LOVELL PEACH PITS

	Per bu.
1 to 5 bu.	\$3.75
5 to 10 bu.	3.60
10 to 25 bu.	3.45
25 to 100 bu.	3.25

GOODRICH RUBBER BUDDING STRIPS

	Per lb.
4-in. length, 3/16-in. width .010 gauge—2800 strips per lb.	\$2.75
1 to 10 lbs.	2.37
10 to 50 lbs.	

Ask for quotations on larger quantities.

WAYNESBORO NURSERIES
WAYNESBORO, VIRGINIA

HIGH-GRADE EVERGREENS

Will have our usual supply of Biota, Arborvitae, Juniper, Taxus, Spruce and Pine. Also Magnolia and broad-leaved evergreens.

Come and See Our Stock

FIKE NURSERIES
HOPKINSVILLE, KY.

BROAD-LEAVED EVERGREENS

Abelia	Aucuba
Buxus	Berberis
Elaeagnus	Euonymus

ILEX cassine, burfordi,
humei, vomitoria and
crenata types

Jasminum floridum

Laurocerasus caroliniana

LIGUSTRUM japonicum,
lucidum, nobilis

Nandina domestica

OSMANTHUS aquifolium,
fortunei

Photinia

Pyracantha, various types

CONIFERS

Cedrus deodara

JUNIPER, Pfitzer, compacta,
English, Ashford, Irish and
excelsa stricta

CHAMAECYPARIS,
pisifera, plumosa,
viridissima, squarrosa
veitchi

ARBORVITAE, Globe,
Pyramidal

HEMLOCK

TREES

Maples Oaks

And numerous other items.

Your list gladly quoted.

Our 115th Season

Experienced, Progressive
Reliable

LINDLEY NURSERIES, INC.
Box H, Greensboro, N. C.

of goods among states, with few trade barriers.

Pointing out some of the factors that will create new opportunities for nurserymen in the future, Mr. Stark quoted figures on the annual addition of babies to the population and the over-all gain that is forecast. He stated that the greatest part of the gain will be in the suburban areas, rather than in the cities. The increase in population and the growing requirements for living facilities will result in the need for more homes and, consequently, more landscaping. But salesmanship is going to be necessary, said Mr. Stark; the day of the order taker is gone.

The morning session came to a close after the showing of the film "How to Sell Quality," which was made possible through the American Association of Nurserymen.

A ladies' luncheon was held for the wives of the Alabama nurserymen in the dining room of the Russell Erskine hotel, with Mrs. John Fraser III in charge.

Arsenal Visit

Everyone boarded the government buses which carried the party to Redstone arsenal after lunch. It was an exciting trip, because Redstone arsenal is one of the nation's leading units now working on rockets for national defense. This is one reason that Huntsville is now being called the Rocket city. The tour, which carried the group around 45,000 acres of buildings, giving a view of radar equipment, rockets and many other interesting items, lasted for approximately two hours, and then the group returned to the hotel.

A social hour that evening was followed by a buffet banquet in the main ballroom of the hotel, with dancing later.

Tuesday morning, May 29, an A. A. N. breakfast was given in the blue room. New officers were elected during this session. They were Dan Cabe, president; John Fraser, Jr., vice-president, and Tom Dodd, Jr., secretary. Delegates elected were Marcus Byers and Tom Dodd, Jr., and alternates were Marvin Barton and Howard Sparkman.

More on Guarantees

The second business session of the Alabama Nurserymen's Association opened with E. E. Foster's introduction of Dr. Ray Self, pathologist in charge of the ornamental horticulture field station at Spring Hill, Ala. Dr. Self gave an enlightening talk on the "Production of Disease-free Nursery Stock."

He first discussed the problem that

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JUNE BUD PEACH

1-YEAR PEACH

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SHADES, FINISHED AND
LINING-OUT STOCK

WE SPECIALIZE IN LINING-OUT
STOCK

Convention Representative Will Be
W. M. Crouch



We Would Appreciate
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Per 1000

LONGICERA (Hall's Honeysuckle)

Medium liners \$12.50
Heavy liners 20.00
Medium clumps 35.00
Heavy clumps 50.00

VINCA MINOR (Myrtle Vine)

Row-run, not graded 10.00
Medium made-up clumps 25.00
Heavy made-up clumps 40.00

VINCA MAJOR

Medium clumps 35.00
Heavy clumps 50.00

Write for prices on other stock. We ship every month of the year.

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CHINESE CHESTNUT TREES

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our
specialties.

Semmes, Ala.



Mr. Foster had raised the day before, that of guaranteeing plants. Dr. Self pointed out that, assuming healthy plants can be produced, there are still many drawbacks to guaranteeing the life of a plant. The consumer expects the plants he has bought to live, and often he does not even know how to grow them. If he is just moving into a new house, he may have trouble because the contractor has messed up the planting site. Dr. Self said that he spoke from experience, because he had just gone through the same thing himself. Sites of new homes where the healthy plants that nurserymen produce are planted often contain mortar, plaster or sulphuric acid spilled when the bricks were washed down. Plants in soil like that have no chance of living for long, Dr. Self said, and will have to be replaced. He concluded that guaranteeing a plant in that kind of location is poor business.

He mentioned another point: That if the plants are placed where oaks and other hardwoods have been cut out, especially around new homes, the same fungus that rots the oak and hickory roots and stumps will also kill many of the ornamentals planted on that site. The fungus is both a wood rotter and a pathogenite. Dr. Self said he had been contacted about this problem in the Mobile area and he imagined that nurserymen elsewhere had met it too.

Growing Disease-Free Stock

Dr. R. L. Self, pathologist at the ornamental horticulture field station, Spring Hill, Ala., emphasized soil sterilization, good seed selection and good sanitation measures in his discussion of "Production of Disease-free Nursery Stock."

He pointed out that the nurserymen who makes every effort to grow stock from seedlings and liners free from nematode, fungus and virus infestations will need to do less in the way of disease control later. Such seedlings and liners also insure healthier looking and faster growing plants.

Soil sterilization in field and lath house plantings by steam, methyl bromide and chemicals such as Crag 974 and Vapam was recommended by Dr. Self. Use of sterilants known to remain effective in the soil for fairly long periods of time is helpful against possible reinfestation by organisms in the subsoil below the area sterilized. Control of drainage water in lath houses and elsewhere was advised, since this is a source of reinfestation.

VC 13 and Nemagon were named as most effective in nematode con-

Better Liners OF THE Better Kinds

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- GOOD TOPS

Eastern Shore GROWN

FORSYTHIA Beatrix Farrand

This spectacular new Forsythia, originated at Arnold Arboretum, is extremely vigorous, making a large, symmetrical bush. It has large, 2-inch, deep golden-yellow flowers with striking orange markings in the throat. 2 1/4-inch pots. Spring delivery.

BERBERIS Crimson Pygmy

2 1/4-inch pots. Fall and spring delivery.

FORSYTHIA Lynwood Gold

2 1/4-inch pots. Spring delivery.

HYPERICUM Hidecote

2 1/4-inch pots. Spring delivery.

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McMINNVILLE, TENN.

Phone: 2581

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IMMEDIATE DELIVERY

HOLLYHOCK

Character's Dbl.	1/4 oz.	Oz.	Lb.
Crimson	\$0.85	\$1.20	\$14.00
Golden Drop (canary-yel.)	.85	1.20	14.00
Lilac	.85	1.20	14.00
Maroon (Black Gem)	.85	1.20	14.00
Newport Pink	.85	1.20	14.00
Rose (Enchantress)	.85	1.20	14.00
Salmon Rose	.85	1.20	14.00
Scarlet (Fire King)	.85	1.20	14.00
Sunset, orange-yellow	.85	1.20	14.00
White (Virgin Queen)	.85	1.20	14.00
mixed	.85	1.10	12.50

MYOSOTIS

alpestris	1/4 oz.	Oz.	Lb.
blue	\$0.75	\$ 5.00	
Blue Ball	.125	1.50	
Indigo or Royal Blue	.85	8.50	
Messidor, blue late-fl.	.80	8.00	
rose	.75	5.50	
white	.75	5.50	
df. indigo-blue	1.20	14.00	
Victoria, df. blue	\$0.80	1.35	16.00
Victoria, df. indigo-blue	.80	1.35	16.00
Victoria, df. rose	.80	1.35	16.00
Victoria, df. white	.80	1.35	16.00
palustris semperflorens,			
1/4 oz., 75c	1.00	10.00	

POPPY

nudicaule	1/2 oz., 85c	1.20	14.00
double mixed, 1/2 oz., 85c	.85	1.75	20.00
Garford Giants, mixed	.85	1.75	20.00
Sanford's Giants, mixed	.85	1.75	20.00
single mixed, 1/2 oz., 75c	1.00	10.00	
orientale			
Aksarben, lg.-fl. shell-pk.	1.25	3.50	
Barr's White	1.25	3.50	
Beauty of Livermore,			
wine-red	.80	1.55	18.00
Cedar Hill, early shell-			
pink	1.25	3.50	
Corise Beauty	1.25	3.50	
Cheerio, orange-red	1.25	3.50	
Glowing Amber	1.25	3.50	
Helen Elizabeth, salmon	1.25	3.50	
Princess Victoria Louise,			
salmon, 1/2 oz., 85c	1.20	14.00	
Rose Beauty	1.25	3.50	
scarlet	.90	9.00	
mixed	.80	8.00	

PYRETHRUM

roseum, double	1/2 oz., 85c	1.20	14.00
pink, 1/2 oz., \$1.45	.80	8.00	
red, 1/2 oz., \$1.45	.80	8.00	
sulphureum, 1/2 oz., \$1.45	.80	8.00	
white, 1/2 oz., \$1.45	.80	8.00	
mixed	.90	2.10	25.00
roseum, single			
atroangulatum,			
1/2 oz., 85c	1.20	14.00	
James Kelway, deep			
crimson	.90	2.10	25.00
pink	.75	1.35	16.00
Robinson's Hybrids			
crimson	.90	2.10	25.00
rose	.90	2.10	25.00
mixed	.90	2.10	25.00
white, 1/2 oz., 85c	1.25	15.00	
mixed, 1/2 oz., 75c	1.10	12.00	

VIOLA

cornuta			
Admiration, lg.-fl., rich			
violet	.80	1.55	18.00
Arkwright Ruby, lg.-fl.,			
ruby-crimson	1.00	2.50	30.00
Blue Beauty, small-fl.,			
compact	.90	2.10	25.00
Blue Butterfly, violet-			
purple with white	1.00	2.50	30.00
Blue Perfection, lg.-fl.,	.80	1.55	18.00
Chantrelle, small-fl.,			
apricot	.90	2.10	25.00
Gustav Wernig, small-fl.,			
blue	1.15	3.00	35.00
Hona, lg.-fl., wine-red	.85	1.75	20.00
King Henry, small-fl., dk.			
violet, compact	.85	1.75	20.00
Lord Nelson, lg.-fl., violet-			
blue	.85	2.10	25.00
Lutea splendens, small-fl.	.85	1.75	20.00
Miss Helen Mount, small-			
fl., yellow with purple	.85	1.75	20.00
Papilio, small-fl., blue and			
white	.85	1.75	20.00
Papilio, small-fl., deep			
violet	.90	2.10	25.00
White Perfection, lg.-fl.,			
milky-white	.90	2.10	25.00
large-flowered, mixed	.85	1.75	20.00
small-flowered, mixed	.90	2.10	25.00

HERBST BROTHERS

SEEDSMEN, INC.

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trol. Dr. Self said phytophthora root rot was second in importance to nematodes as a menace to Alabama-grown plants. The fungus can be spread by such things as drainage water and cultivation implements. Methyl bromide, Crag 974, Vapam, formaldehyde and copper compounds, Dr. Self said, were effective against it.

He discussed a fungus that causes damping-off losses in Alabama nurseries, difficult to control and needing proper sanitation measures to prevent its spread. This and many of the leaf-spotting fungi can be spread by splashes on plant leaves and stems of rain or of water during the watering process. Dr. Self has been experimenting at the field station with fungicides for the control of these fungi and with seed treatments.

A problem with container stock that some nurserymen in Alabama have met is that of root burn, resembling fertilizer burn. Dr. Self said that much higher temperatures prevail in soil in dark-colored containers exposed to sunlight than in light-colored cans, and it is the combination of fertilizer and heated soil that causes the burn.

Plants for the South

After Dr. Self had concluded his talk, Mr. Foster introduced the next guest speaker for the morning, Edward L. Daugherty, landscape architect, Atlanta, Ga. His talk was entitled "A Look at Plant Materials for the South."

Mr. Daugherty said that as a landscape architect he represented many persons interested in nurserymen's products—persons with a diversity of tastes and needs. Often, he said, it was more of a problem to reconcile clients to their actual needs and desirable materials than to perform the job. Analysis of the areas to which their plants are going these days is just as important to nurserymen, said Mr. Daugherty, as to conduct research on plant diseases.

People buy plants they are familiar with, the speaker declared. The purchase may be a privet or an arbovitae, but it could just as well be Cleyera japonica, Photinia serrulata or an unfamiliar fatsia. The grower can encourage buying of unusual items by providing more of them.

Plant labels that tell the buyer something about the items he is buying are needed, said Mr. Daugherty. The customer should know the amount of water the plant requires and the type of soil. Color preferences of men and women should be considered in selling plants. In women, 42 per cent prefer red to

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The Modern Bulb Package
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HOLLAND BULBS

FOR FALL DELIVERY
Also ask for
"Stassen Bulb Sales Plan."

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FLORAL GARDENS INC.
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Chipman's Canada Red
RHUBARB

Write for prices.

KEELER'S GARDENS
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New HIGH PRODUCING...



Burgundy Raspberry

(Patent Pending)

The new Burgundy raspberry shows promise of becoming the leading purple raspberry variety both for commercial use and for the home gardener.

Burgundy is a chance seedling discovered on the farm of Loretto Brothers, North Collins, New York, commercial fruit and plant growers of raspberries and strawberries. Given extensive tests on their farms for a period of over six years, the new Burgundy raspberry has outperformed other purple raspberry varieties. Fields planted with the Burgundy variety several years ago are still in vigorous production while other varieties have succumbed to Mosaic disease, winterkill and other factors.

Burgundy is characterized by its upright habit of growth and its resistance to disease, adverse weather and soil conditions. The fruit is large, sweet, firm and attractive in appearance, remains firm and retains its excellent flavor after processing.

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any other color. The same percentage of men prefer blue plants. Yucca and cacti meet the desire for plants that require little attention but give a good reward to the grower.

Actually, contractors and customers are ready for a change in available materials, said the speaker. The buyer may be attracted to a plant that is brought back into prominence after a period of absence, as well as show interest in unusual items. This attitude is part of the American desire for uncommon and changing things.

Mr. Daugherty suggested that growers in the south are perhaps overlooking good items in native plants, which, he said, are well adapted to fit in with the trend toward outdoor living. Among subjects mentioned were native rhododendrons, leucothoe, Ilex glabra and the tea plant. Use of these items has decreased, partly because they have not been valued enough, it was said.

Favorite Plants

Concluding his comments, Mr. Daugherty named a group of plants which, he said, were favorites of his but difficult to obtain. The following items were mentioned:

Amelanchier canadensis — Shadblow or serviceberry; a fine little tree

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Grapes
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HOW TO BUILD GARDEN STRUCTURES

By Henry B. Aul.

Grills, fireplaces, outdoor kitchens, lounges, storage walls, garden walks, pools, terraces, benches, arbors, fences and fountains. 200 designs and plans. 384 p. (1950). Price, \$3.50, postpaid.

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Amazing Meyer Z-52 Zoysia Grass, recently developed by the U. S. Department of Agriculture and the U. S. Golf Assn., thrives in any soil and climate, resists pests and stays green all summer with one-sixth the usual water.

Prompt Delivery Meets Your Customer Demands

As a large western grower, we are able to ship immediately . . . either to you or your customer . . . regardless of size of order. Present market offers unlimited opportunity. Write for complete information now!

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HOLLAND-GROWN NURSERY STOCK

Rhododendrons

Azaleas

Deciduous Shrubs

Choice Trees

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RARE and NEW PLANTS

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and in its own way as nice as the dogwood.

Honey locust—In various forms, preferable without thorns; a good tree for light shade.

Myrica cerifera — Wax myrtle, a splendid little tree for small and full space; it is adaptable to almost any condition in the south.

Scotch pine—Not particularly native, but has a splendid effect against the sky; plant in a grove as one would a locust; the trees give the illusion of great space.

Ginkgo—A great interest has been shown in these in a place just south of Knoxville, Tenn.

Sweet bay—Will survive like a swamp magnolia under almost any condition in the south.

Yucca—There must be at least 40 varieties to suit any condition.

Variiegated pittosporum — Good but there is little of it available.

Hydrangea quercifolia—Abundant in Huntsville and around Birmingham.

Cleyera japonica — The dwarf flowering quince; grows to a height of only 3 feet and has small orange blossoms.

Quercus pumila—Related to the live oak, but grows only three feet high.

Palms in variety—Will grow in Atlanta and will become acclimated.

Photinia serrulata — An old reliable.

Anise, the leather-leaved viburnum and mahonia—Difficult to obtain in the past two years.

Secretary's Report

Mr. Foster then asked the secretary, Henry P. Orr, to give his report. Mr. Orr stated that he had attended the association secretaries' meetings in conjunction with the convention of the American Association of Nurserymen at Toronto. The group considers many valuable aids, he said, to the work of association secretaries. Memberships, dues and publications that are available are discussed, and the secretaries' meeting is a valuable and challenging workshop.

O. W. Fraser said that he wished the association would appoint a committee to study and formulate a new horticultural law and regulation to be adopted at the next meeting and to authorize the expenditure of a sum of money to enable the association to have the services of a first-class attorney, a constitutional lawyer, so that there will be no mistakes in the new law. The last law was passed 25 years ago, and while there have not been any great problems presented by it as yet, there are sev-

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Chipman's Strain
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RED RHUBARB
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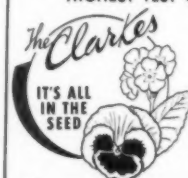
We have an extra-nice block of these rhubarbs. Good No. 1 divisions. Fall or spring delivery. Wholesale only. We do not substitute.

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CLARKE'S PANSY SEED

Produces superior plants in separate colors and in mixture for your discriminating customers.

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Write for illustrated list.

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FRUIT TREES

Apple, Peach, Pear,
Plum, Apricot,
Sour and Sweet Cherry

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LILIES

For Garden and Greenhouse

Our 1956 catalog lists the most comprehensive collection of northwest-grown species and hybrids available. Hardy Cyclamen a specialty.

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EDGAR L. KLINE
LAKE GROVE, ORE.

eral serious defects under its present structure.

It was suggested that the committee formulate plans and be ready to submit them to the association and then to the legislature next June when it will again be in session. It was also suggested that the committee be composed of at least five or six members, including one from the southern part of the state, one from the north, a man versed in landscape and a wholesaler, as well as a retailer. The motion passed.

Lloyd Abbott, Abbott's Sunny Knoll Nursery, Mobile, requested that the governor of Alabama allow the association to explore the possibilities of having federal and state funds put in on a participating basis to fight the white-fringed beetle. He requested that the association consider having regulations changed to permit agricultural groups in the state to go directly to work with the federal department in the event that the state failed to appropriate money for insecticides. He also requested a report at the next convention from officials concerned with handling the program of performance records.

The legislative committee thanked the Southern Nurserymen's Association for the resolutions that were so helpful in getting needed legislation passed by the Alabama legislature.

The convention concluded with installations of the newly elected officers.

ROSE GROWERS' TRIP

Twenty-eight rose growers from the Tyler, Tex., area recently took a 6-day trip to Phoenix, Ariz., where rose-growing methods were studied. A visit to the Consolidated Nurseries' establishment at Owentown, Tex., climaxed the return journey.

Making the trip were Allen Bostick, Orman Todd, Hayden Moore, Ira Moore, Ernest Kelly, Bill McGinney, Everett Janne, H. C. Kelly, Horace Staples, Jodie Newton, Lee Brady, Pat Mackey, Lewis Landers, Frank Landers, Earl Atwood, Tom Atwood, Wilburn Atwood, Fred Walker, T. N. Winn, Stewart Dyess, Arthur Weaver, Harry Chambers, Bernard Friedlander, Carl Wayne Atwood, Melvin Todd, Paul Shamburger, Lewis Hood and Hal Florence.

BOWSER'S NURSERIES, previously operated at Bellville, O., by Charles and Blanche Bowser, Jr., have been moved to Leechburgh, Pa., where the address is R. D. No. 2, Box 310.

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BLUEBERRY PLANTS

9 to 12 ins., 12 to 18 ins., 18 to 24 ins., 24 to 30 ins.

Well-branched, heavy-rooted, bearing-size plants.

VARIETIES: Cabot, Jersey, Rancocas, Rubel, Pioneer, Concord, Stanley, Burlington, Atlantic, Weymouth, Dixi and Covill.

Let us quote on your requirements.

STRAWBERRY PLANTS

Grown from virus-free foundation stock

And other small fruits.

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Research with Container-Grown Stock

By Philip A. Barker

In the early years of the 20th century the nursery business was in a revolutionary era in California where, instead of growing ornamental nursery stock in fields, the rooted cuttings or large-size liners were placed in metal containers and grown to salable size. Gradually this idea developed in Texas and then in Florida. In other regions of the country, where winters are more severe, little thought was given to this production system largely because of the loss that might be incurred through winterkilling. Today the problem of overwintering is being worked out and, with the nursery business becoming more and more mechanized, this method of growing nursery stock is becoming popular throughout the United States.

Historically, the growing of nursery stock in metal containers at the Ohio State University was begun in 1950 and has been continued yearly since then. In general, however, the project was expanded considerably to include a total of 1,500 plants of 17 different species and varieties in 1954 and 4,350 plants of 15 different species and varieties in 1955.

Containers Used

The nursery stock was canned in either Plantainers, Nursericans, or asphalt-coated frozen food cans. Each has a total capacity respectively of .76, 1.43 and 3.82 gallons. The first two types are patented containers manufactured for the nursery trade. The food cans were collected locally from ice cream manufacturers and bakeries, punched with five or six side drainage holes and dipped in an asphalt cutback, designated commercially as RC-1.

Soil Mixture

All the plants were canned in a soil mixture consisting of equal parts by volume of silt loam soil, bank sand and German peat moss. The soil was steam sterilized to eliminate weed seeds after which it, together with the sand and the water-saturated peat moss, was passed through a Royer shredder. Canning was done manually from a bench. Slight to

severe root pruning was done depending upon the compactness and size of the root system. Top pruning varied with the plant type.

Growing Areas

When canned, the container nursery stock was arranged in beds 10 feet wide, split in the center by an 18-inch work aisle. Between these growing beds were 42-inch walks, from where watering was done. The growing area consisted of four different surfaces, namely: (1) Soil (as the check area); (2) eight inches of wood shavings; (3) one and a half inches of pea-size crushed limestone, and (4) three inches of sand. Before preparing the surfaces, the soil was treated with either Borax, Vapam or sodium chlorate for the purpose of weed prevention.

Where located on either the crushed limestone or soil surfaces, growth of the plant roots tend to be confined to the soil ball inside the container. Those plants located on either the wood shavings or sand surfaces, however, developed heavy

root systems outside the drainage holes of the containers. From the standpoint of best growing conditions, including general area neatness, crushed limestone provided the best surface.

Watering and Fertilizing

Most of the plants were hand watered with the use of a watering hose equipped with a wand-type aerator through which the water was bubbled into the containers, thereby keeping soil splashing to a minimum. The hand watering system, with a Hozon attached, was also useful for fertilizing the plants. Through the Hozon was siphoned a soluble fertilizer concentrate which, when mixed with the water in the hose, could be applied to the plants at any predetermined rate. In making the fertilizer applications, the container was filled with the fertilizer solution in a manner similar to that of regular watering.

Soil nutrient analyses, using the Spurway method, were conducted five or six times during the summer

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YAKIMA, WASH.

Talk, "Research with Growing Ornamental Nursery Stock in Containers," by Philip A. Barker, department of horticulture, Ohio State University, Columbus, at the recent eleventh annual nurserymen's conference held at the Pennsylvania State University, University Park.

on a composite of profile samples taken from each of the plant types. Nutrient requirements for the 1955 fertilizing program were based on these data.

Moderate pinchings were made periodically on the more vigorously growing plant types. One or two prunings, for the purpose of shaping, were made early in the season on the trees and larger shrubs. Feathery shoot growth along the trunks of the trees was left on, a factor which possibly contributed to the good caliper development of the trunks.

Plant Growth

Comparative studies with field-grown ornamental plants of comparable age indicated that, of those plant types grown in containers in a 1-year period, bigger plants can be produced by growing in containers. This is probably due to a better control of the inherent cultural factors affecting the growth and development of plants. Unless there was adequate area in the soil ball for further root system development, growth was poor when the plants were grown the second year in containers. Sweet gum however, canned in the spring of 1954, grew 17 per cent of its total over-all height in that year and 46 per cent of its total over-all height in 1955.

Winter Protection Tests

Overwintering of container-grown nursery stock was studied during the winter of 1954-55 when those plants grown in 1954 were distributed equally into five plots and protected differently as follows:

Plot 1—Mulch of wood shavings sifted between the containers enough to cover the containers but not the plants.

Plot 2—Mulch of broken corn-cobs sifted between the containers but not the plants.

Plot 3—Check, no protection.

Plot 4—Baled straw built two bales high around the exposed south and west sides of the plot.

Plot 5—Baled straw wall built two bales high around all sides of the plot. Lath (snow fence) spread over the top, supported by the straw walls.

Temperature readings of the soil balls were taken at 2 to 3-hour intervals during the day, beginning before sunrise. These readings indicated that the fluctuations of soil temperatures within the containers were similar in plots 3, 4 and 5 during cloudy days. On sunny days greater fluctuations of the soil ball temperatures occurred in plot 3 than in plots 4 or 5.

Plots 1 and 2 were not significantly

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\$5.00 per 100, \$45.00 per 1000.

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1 dwarf, 35-petal, 5-in. white rose, 8 to 12 ins. in height, for border.

1 pure yellow, 1-in. dwarf, for corsage, new salmon carnation types.

To a legitimate grower I will assign, sell or license any of our new and best roses.

Also

New hybrid locust, tall trees, in purple, orchid, lavender and various shades.

New hybrid, double-flowering crab apple (purpurea).

New hybrid elm, tall, beautiful street trees, large leaves.

New hybrid vine berry, heavy producer, red, nice color and flavor.

New pink, fragrant violet.

Our hybrid apple and apple-pear program is coming along very favorably. We hope to produce one or more for the market in the very near future. See you at the Los Angeles convention.

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affected by cloudy or sunny weather. Under both conditions the soil temperature within the containers was normally higher in either of these two mulched plots than in plots 3, 4 or 5.

Flowering and Fruiting

Unusual differences occurred in the flowering and ultimate fruiting pattern of some plant types, depending upon the type of winter protection provided. Those fire thorns that were protected with mulch flowered and fruited heavily, while those protected otherwise had only a few unimpressive fruit per plant. Deutzia flowered heavily only where protected from exposure to wind by the baled straw walls.

Top Growth

Any winterkill was removed from the plants in April and on May 14 measurements were made to compare the differences of over-all plant size in the different winter protection plots. In this respect the sweet gums and many other plant types that were mulched grew at a somewhat faster rate than did those protected otherwise.

General Conclusions

Economically the overwintering of container-grown plants must be considered on the basis of (1) cost of the material and labor in providing winter protection and (2) protection needed by the plant. From the per-
[Concluded on page 161]

HICOK NURSERY MOVES

The site of Hicok Nursery, on Fair Oaks boulevard, Sacramento, Calif., has been sold to Sacramento Scottish Rite groups for \$125,000. Irving D. Hicok, owner of the nursery, has purchased 30 acres on Dillard road, near Wilton, Calif., and is dismantling buildings at the former location for use on the new property. Mr. Hicok intends to discontinue retail operation and expand the wholesale department of the nursery.

Mrs. Virginia Hicok, the owner's mother, started the nursery in 1928.

CALIFORNIA NOTES

Allan H. Reid, retiring president of the Western chapter of the National Shade Tree Conference and president of the Palo Alto planning board, as well as a prominent landscape architect, has been elected president of the Tri-County planning board.

Mr. and Mrs. Frank Nolan, Palo Alto tree surgeons, have returned from an extensive trip into southern California and Arizona.



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Shade Trees
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William P. Mott, Jr., superintendent of parks, Oakland, has prepared a pamphlet entitled "Oakland's Trees." It is attractively prepared and deals informatively with better selection and care of trees under urban conditions. It may be had without charge, as long as the limited free supply lasts, from the Oakland park commission, Oakland, Calif.

Police Chief Arthur Nielsen, Mount View, halted a closing-out sale of the Kitty Kelly Nursery because, he said, flowers and plants had been brought in from other warehouses and nursery owner Ben Ginden did not obtain a permit for a closeout sale. The nursery was purchased from L. R. Sellars, who had held a closeout sale.

Representatives of the bay area chapters of the California Association of Nurserymen who appeared on the Green Thumb TV program in May included Mrs. Adele Marshall, Navlet's Seed & Plant Store, Oakland; Ruth Kirby, owner of the Ruehl-Wheeler Nursery, San Jose; Gray Mosher, El Monte Nursery, Concord, and Ray Hartman, Leonard Coates Nursery, San Jose.

The Sterlin Road Nursery, 367 Sterlin road, Mount View, opened for business during May. It is oper-

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EVERGREENS
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FRUIT TREES
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1909 Cliff Drive
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Frank S. Lewis. W. B. B.

OREGON NOTES

At the recent show of the Portland chapter of the American Rhododendron Society, R. M. Snodgrass, Esch Nursery, was chairman. Serving as judges were E. H. M. Cox, Perth, Scotland; Joseph R. Klupenger, Klupenger Nursery; William Cal Robinson, and Howard Slonecker, Portland, and Carl Fawcett, Tacoma, Wash.

Fred Edmunds, for many years curator of the International Rose Test Gardens at Portland until his retirement a few years ago and internationally known for his prowess with roses, was given another in a long list of honors recently when he was presented with the All-America Rose Selection's award of merit during a meeting of the Portland Rose Society. Making the presentation was Mrs. Julia Hausch, Roseway Nursery, Portland.

The Holly Society of America will hold its annual meeting at Portland, October 24 to 26. Headquarters will be the Multnomah hotel. C. H. P.

OREGON CHAPTER MEETING

A meeting of the Oregon chapter of the American Association of Nurserymen was held May 24 at the Portland Wholesale Nursery Co., Portland. Members discussed entertainment for the visiting A. A. N. members who will arrive at Portland July 11 en route to the convention at Los Angeles.

The following delegates were chosen to represent the Oregon chapter at the A. A. N. convention: Joseph Klupenger, Klupenger Nursery, Portland, holdover delegate, and his alternate, Martin Holmason, Pacific Coast Nursery, Portland; Paul Van Allen, Portland Wholesale Nursery Co., elected delegate, and his alternate, Arthur Suhr, Mount Hood Nursery, Gresham, and Wayne Melott, Carlton Nursery Co., Forest Grove, elected delegate, and his alternate, Amos Rich, Rich & Sons Nursery, Hillsboro. C. H. P.

OREGON NURSERY GROWTH

The Valley View Nursery, Portland, Ore., and its owners, Mr. and Mrs. Roy Smith, were the subject of a feature story in the Valley News, Beaverton, Ore., May 3. The story of Valley View began eight years ago, according to the newspaper, on a barren 3-acre plot of land. The original small display room, lath

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8 to 10 ft., branched	\$2.00
6 to 8 ft., branched	1.65
Red Maple (Acer rubrum)	
5 to 6 ft., branched	1.35
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5 to 6 ft., branched	1.65
Silver Maple	
8 to 10 ft., branched	1.25
6 to 8 ft., branched	1.00
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house and greenhouse have now been replaced by a 500 square foot display room, 400 square foot fertilizer room, two greenhouses 20x40 feet, one greenhouse 14x20 feet, and a lath house 40x40 feet. The nursery also has a recently completed work and supply room and a large paved parking area.

Besides carrying a complete line of nursery and garden stock and supplies, the Smiths sell pet supplies, bulbs and potted plants and bedding plants. The firm is a member of the American Association of Nurserymen, Oregon Association of Nurserymen and Retail Garden Dealers' Association.

BACHER ANNIVERSARY

John G. Bacher, Swiss Floral Co., Portland, Ore., is completing 50 years in the landscape, nursery and florists' business. Mr. Bacher came to the United States from Switzerland, where he was born and educated. In the United States he moved about for a while just as he had in Switzerland and Europe. While in Michigan he planted what is said to be the first cherry orchard in that state.

The publicity given to Portland during the Lewis and Clark exhibition attracted him there in 1906.

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RHODODENDRON LINERS

Hardy and semihardy varieties,
Quality only

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A short time afterward he purchased a small greenhouse business at Vancouver and Hancock streets. In 1909 he moved to his present address, 1920 Northeast Seventh street. In 1910 he was one of the charter members of the Oregon Florists' Club. Later that organization honored him with honorary life membership. In 1914 and in 1930 he won first prize for the best displays in regional flower shows held in the Portland armory. Also in 1930 he received the gold medal

award for being the first in this country to grow *Ornithogalum aureum*. He was given life membership in the Portland Chrysanthemum Society in 1944. In 1945 he was presented the Johnny Appleseed award by the Men's Garden Clubs of America. He also received a citation from the Oregon Federation of Garden Clubs.

For many years Mr. Bacher spent considerable time traveling in Europe and tropical American coun-

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Fruit Tree Seedlings

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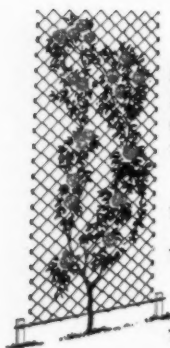
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Pkg. No.	No. of Ctns.	Length Per Ctn.	Width	Approx. Shpg. Wt.
*T-10	6	10 ft.	24"	30 lbs.
**T-25	1	25 ft.	24"	10 lbs.

*Packed 6—10 ft. boxes per display carton. Each box includes 2 stretcher bars and 4 screw hooks.

**Contains 6 stretcher bars and 12 screw hooks sufficient for making 2 to 5 trellises.

NEW RUSTPROOF ALUMINUM garden and arbor wire

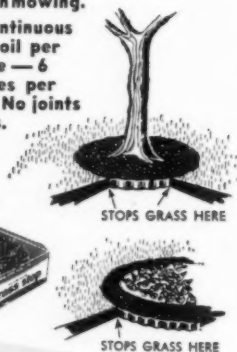
- ★ Strong, yet pliable
- ★ Ideal for climbing flowers, grape arbors, plant supports, fencing off newly seeded lawns, etc.
- ★ 25 ft. continuous coils — 12 coils to a display carton.



PACKAGE NO. T-10
(6 Boxes — each containing one 10 ft. trellis)

NEW RUSTPROOF ALUMINUM grass stop

- ★ Keeps roots from spreading into flower beds, around trees, shrubs, etc.
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- ★ One continuous 40 ft. coil per package — 6 packages per carton. No joints or clips.

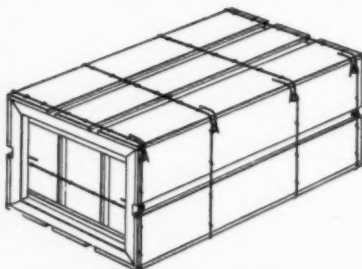


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tries, from where he brought back some rare and beautiful colored slides which he has shown to thousands of persons in various amateur and professional horticultural groups.

C. H. P.

ROSE SOCIETY MEETING

Amateur and professional rose growers met at Portland, Ore., June 3 to 10 for the annual meeting of the American Rose Society. The meeting was held while the Portland rose festival was in progress, which gave visitors an opportunity to enjoy the two events at one time. There were nearly 400 in attendance, from nearly every state of the country and many foreign countries.

Wielding the gavel was A. R. S. president, Fred W. Walters. Rudolph Kalmbach, curator of the International Rose Test Gardens at Portland, told the group about the gardens. The second speaker the first day of the meeting was Dr. Walter E. Lammerts, rose hybridizer, Livermore, Calif., who talked about "The Role of the Grandiflora." "Variety Is the Spice of Life" was the topic of A. R. S. immediate past president, Bryan Taylor, Seattle, Wash.

Afternoon of the first day of the convention was spent at the International Rose Test Gardens, where Mrs. Marie Winegar, Eggertsville, N. Y., assisted by other members of the committee on training judges, lectured and gave a demonstration of rose judging. In the evening everyone attended the coronation of the queen of the rose festival, Queen Sharon, of Grant high school.

Speakers

"New Developments in Rose Pest Control" was the topic of G. K. Kohn, chief research chemist, California Spray Chemical Corp., at the opening of the Thursday session. The next speaker of the day was Joseph Klima, Cleveland, O., who talked about "Making Rose Societies Thrive." Samuel McGredy, president of Samuel McGredy & Son, Portadown, Ireland, was one of the featured speakers of the meet; his topic was "The Irish Have a Way with Roses."

Thursday and Friday evenings were spent at the Multnomah stadium by almost everyone, enjoying the Disneyland program.

A rose clinic panel was held Friday morning, led by Fred Edmunds, Jr., a commercial rose grower of the area. On the panel were Larry Hilaire, past president, Portland Rose Society; Oscar Williams, consulting rosarian, and Mrs. Charles

[Continued on page 115]

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FRAGRANT
LONG - LASTING

PINK FROST

Hybrid Tea Rose

Plant Patent No. 1269

Huge 5-inch show type blooms in an exciting shade of pink—that's PINK FROST, a new Hybrid Tea Rose worth talking about! ARP is proud to introduce this remarkable cross of Charlotte Armstrong and Texas Centennial from the Armstrong Research Department. Large, freely produced ovoid buds open to spectacular flowers with 38 to 45 petals. Bushy to upright, branches well and reaches 5 feet or more the first year. Lingering Damask fragrance is superb.

Retail Price:

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Quality Assured!

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Since 1922

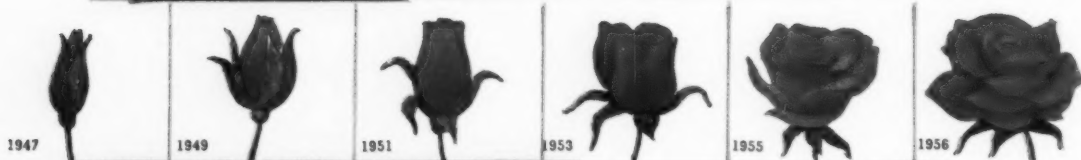
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from bud to bursting bloom . . .



Growing areas in East Texas, Northern and Southern California and Arizona

Growing and budding contracts invited. Submit your want list for special quotations . . . better yet, come to Tyler and visit with us.

NEW YORKER
Pat. No. 823

We are equipped to serve you . . .

7,000,000 rose bushes budded annually.
Patented and standard varieties available.
110,000 square feet of warehouse and storage space with trackage. Over 500,000 cubic feet of refrigerated storage space with over 3,000,000 bush capacity.
A fleet of refrigerated trucks.

Attending convention:

Jim Lauden
Ed Tedder
Chuck Drago

"Aristocrats" by

CONSOLIDATED

NURSERIES, INC.

GENERAL OFFICES: Tyler, Texas

★ AMERICA'S MOST PROGRESSIVE NURSERY ★

Andreason, president, Eugene (Ore.) Rose Society.

Buses transported the group, after the clinic, to the international rose show, where distinguished guests were knighted into the Kingdom of Rosaria by the queen.

Mike E. Dering, Peterson-Dering, rose growers, Scappoose, Ore., spoke to the conventioners at the rose show on "The Commercial Grower and You." Toastmaster at the banquet Friday evening was Floyd Rheam, Tulsa, Okla. The speaker was Harry Wheatcroft, of Wheatcroft Bros., Ltd., Nottingham, England.

Saturday visitors to the city joined Portlanders at the Multnomah stadium to view the start of the Portland rose festival parade. The parade was never more beautiful. There were 50 floats, and the spectacle was viewed by 250,000 persons who saw it at the stadium or along the streets of the city. Theme of the parade was Disneyland. C. H. P.

JANNOCH NURSERIES, Altadena, Calif., recently ceased operations after 50 years of nursery activity.

FRANK MAITRAL, 301 East H street, Ontario, Calif., recently retired after 44 years of service with Armstrong Nurseries, Ontario.

OPERATIONS of Hummel's Exotic Gardens will be carried on at a new location as of July 1. The new address is 3926 Park drive, Carlsbad, Calif.

VISITING members of the Southern California chapter of the American Society of Landscape Architects recently toured San Diego, Calif., city parks and studied the city beautification program.

PLANS of Richard and Marie E. Mathews to establish a retail nursery business in the southwest section of Santa Ana, Calif., recently received a recommendation of approval from the county authorities.

CLOSING after 54 years in business, Small's Seed Co. & Nursery has been sold to the University of California at Riverside, Calif., which needs the site for campus space. Ray and Waldo Small, nursery owners, have made no definite future plans.

DONLY GRAY, of Gray Nurseries, Elverta, Calif., for the past 25 years a supplier of Lovell peach seeds to nurseries in the United States and Canada and other foreign countries, has sold his peach seed business to the Rudy Bonzi Enterprises, Modesto, Calif.

For year-round profits use them—sell them



PREMIER PEAT MOSS

Premier Peat Moss is the *best-known, best-selling* product in its field—and the *best-packaged*, too!

Display Premier's moisture-proof, rot-proof plastic bales—big-value bales—colorful bags and cartons!

Use and sell Premier now—for the best soil conditioning . . . mulching . . . transplanting . . . seedbeds.

Get Premier's *dependable service*—backed by Premier's superior resources! You can order an assortment of *any or all* of these packages—Premier Peat Moss and Soil X-pediter—and get them *all* in the same shipment.

Imported Premier European Peat Moss
also available in 3 sizes burlap bales

Write, wire or phone for prices now

PREMIER PEAT MOSS CORP., 535 FIFTH AVE., NEW YORK 17, N. Y.

Extra Fine SOIL X-PEDITER

Premier Soil X-pediter is so *fine* in texture that it *flows freely, spreads easily* and feeds roots faster.

Display Soil X-pediter—in double plastic-burlap bags and clear plastic bags—colorful, clean, eye-catching!

Premier Soil X-pediter is a *fast seller* at a *high markup* and established retail prices.

INCREASE SALES 100%

Don't Keep Your Customers Waiting for information about your stock. These self-selling plastic labels give all the information your customer wants — creating additional sales while you are busy.

We have the largest selection of horticultural subjects on plastic labels anywhere. Available in two types: (1) Over 800 varieties illustrated in full color; (2) over 600 fully descriptive labels with large, readable type.

SHOW IT and SELL IT — HIDE IT and KEEP IT

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8434 S. Rosemead Blvd., Rivera, Calif.
Phone OXford 9-0711

No. 3 Container-Marker (picture and holder). Holder is 27 inches high. Prongs at bottom prevent turning in the wind. Use for salesyard display.



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Rate: 35 cents per line, each insertion.

Minimum order, \$3.50.

Instructions for the July 15 issue must be received by Friday, June 22.

Forms for August 1 issue will close Friday, July 13.

AZALEAS

AZALEAS, TRANSPLANTS			
Open bed-grown, full sun, in peat moss, M-C-2 treated.			
KURUMES			
4 to 6 ins.	100	1000	
Bridesmaid		\$10.00	\$90.00
Coral Bells	Peachblow		
Double Mauve	Salmon Beauty		
Hexe	Salmon Queen		
Hexe de Saffelare	Snow		
Hinodegiri	Snow 125		
HARDY JAPANESE			
4 to 6 ins.	100	1000	
Amoena	Macrantha, double	\$10.00	\$90.00
Flame	Macrantha, orange-red		
Hardy Firefly	Macrantha, pink		
Judd	Sherwood		
Kaempferi	Hardy Firefly		
Lilacina			
PERICATS			
4 to 6 ins.	100	1000	
Gardenia Supreme	Sweetheart Supreme	\$10.00	\$90.00
Mme. Pericat	Twenty Grand		
Pink Pericat			
SOUTHERN INDICAS			
6 to 8 ins.	100	1000	
Brilliant	Jude Solomon	\$10.00	\$90.00
Coccinea Major	Mme. Dominique		
Elegans	President Clay		
Fleider's White	Pride of Dorking		
Formosa	Pride of Mobile		
George Taber	Prince of Orange		
Glory of Sunnyside	Salmon		
Indica Alba	V. C. Rubra		
Iveryana	Vittata Fortunei		

RED WING (patented) . . . \$27.50 \$250.00
5 per cent discount for cash.
SEMMES NURSERIES, INC.
Semmes, Ala.

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AZALEAS FOR GROWING ON
Ready from now on.
Take advantage of fast southern growing and northern finish. Grown in heavy peat.

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Bridesmaid	Hinodegiri		
Christmas Cheer	Hino-Crimson		
Coral Bells	Pink Pearl		
Double Mauve	Salmon Beauty		
Hexe	Salmon Queen		
Hexe de Saffelare	Snow		
Mme. Pericat	Sweetheart Supreme		
Pink Pericat			
PERICATS			
3 to 5-in. head	Per 100	Per 1000	
4 to 6-in. head	\$30.00	\$250.00	
6 to 8-in. head	45.00	400.00	
RED WING (patented)	65.00	600.00	
3 to 5-in. head	Per 100	Per 1000	
4 to 6-in. head	\$50.00	\$450.00	
5 per cent discount for cash.			
SEMMES NURSERIES, INC.			
Semmes, Ala.			
Phone: Mobile, Ala., GA 6-1700.			

LINING-OUT AZALEAS
Transplants in flats, \$14.00 per 100, \$125.00 per 1000; Hinodegiri, Sweetheart Supreme, Hexe de Saffelare, Mme. and Pink Pericat. 88 plants per flat; pick up at our greenhouse and save.
Coral Bells, hinodegiri, etc., in 3 to 5-in., \$350.00 per 1000; 4 to 6-in., \$450.00 per 1000. Grafted and own-root indicas.
Ask for complete list.
DIRKMAAT AZALEA FARM
P. O. Box 453, 516 Stevens Ave., Ridgewood, N. J.

AZALEA LINERS, SPRING DELIVERY
Out of 2-in. pots: Amoena coccinea, Coral Bells, Carmen, Delaware Valley White, hinodegiri, Herbert, Palestrina, Rose Bud and Snow.
In flats, 60 to a flat; Amoena coccinea, Coral Bells and hinodegiri.
Prices on pot-grown and flat-grown Azaleas, \$14.00 per 100, \$125.00 per 1000.
F.O.B. Elizabeth, N. J.

DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth, N. J.

AZALEAS, 2 1/2-IN. BUSHY PLANTS
Hexe, hinodegiri, Salmon Beauty, Snow \$15.00 per 100, \$145.00 per 1000.
Hexe de Saffelare, Rose Pericat, Sweetheart Supreme \$16.00 per 100, \$150.00 per 1000.
Ernest Thiers, Triomphe, Verva, Alba, Salmon Perfection, Constance, Mary Corcoran, Pres. Roosevelt, Mother of Pearl, \$17.00 per 100, \$160.00 per 1000.
Special price on large quantities.
JULIUS ROEHRS CO., Rutherford, N. J.

AZALEAS
Well branched liners, grown in peat moss. Kurumes: Hinodegiri, Snow, Coral Bells, Christmas Cheer and La Reine. Indicas: Pride of Mobile, Formosa, Judge Solomon, Phoenicia, Tunstalls White, Mrs. G. G. Gerbing, Prince of Orange and Elegance.
\$75.00 per 1000, \$650.00 per 10,000.
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Semmes, Ala.

AZALEAS
Rooted cuttings, transplants, budded field-grown plants and mollis seedlings.
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RASPBERRY PLANTS
Place your orders now for fall or next spring deliveries.
The new Durham Everbearing and off season red Raspberry, also Latham (mid-season), Gatineau (very early) and September Everbearing.
Prices on Durham, up to 3/16-in., \$55.00 per 1000; 3/16 to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.
Latham, Gatineau and September Everbearing, up to 1/4-in., \$65.00 per 1000; 1/4-in. up, \$75.00 per 1000.
New Amber yellow Raspberry, very sweet; medium size, \$75.00 per 1000; large, 1/4-in. up, \$95.00 per 1000.
All above priced F.O.B. No charge for packing.
WALTER K. MORSE & SON
Bradford, Mass.

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SPRING AND FALL BULBS.
WRITE NOW.
J. AMAND, BREEZAND, HOLLAND.

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HARDY CHRYSANTHEMUMS	
Rooted divisions. Per 100	
Pepita, white Pompon, low-growing	\$6.00
Winteral, white	6.00
White Wonder, white Pompon	6.00
Heatherbloom, heather-pink	5.00
Huntsman, orange-scarlet Dec.	5.00
Garnet, garnet; low	5.00
Carnival, burnt-orange Dec.	5.00
Yellow Supreme, cushion	6.00
Yellow Fairy, yellow cushion Pom	4.00
Yellow Bouquet, yellow Pompon	4.00
Olive Longland, apricot-pink Dec.	5.00
C. J. DUNN	
1255 S. Crystal Ave., Benton Harbor, Mich.	

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PACIFIC HYBRID DELPHINIUMS
Galahad, white; Blue Bird, dark blue; Summer Skies, light blue; King Arthur, purple, and mixed colors, \$11.00 per 100, \$100.00 per 1000. Pink Astolat, \$12.50 per 100. All from 2-in. pots. Excellent coldhouse stock. Ship now or later.
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EVERGREENS	
Rooted cuttings for immediate shipment.	
Juniperus chin. pfitzeriana	100 1000 10,000
comm. glauca hetzi	\$11 \$100 \$800
comm. hibernica fastigiata	10 90 800
comm. suecica nana	10 90 800
comm. horizontalis plumosa	10 90 800
Taxus cuspidata (spreaders)	10 80 700
fructu. aurea	10 90 1000
media andersoni	10 90 800
media pyramidalis	10 90 800
media wardi	11 100 800
media wymani	10 90 800

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P.O. Box 573 Red Bank, N. J.
EVERGREEN LINES
2 1/2-in. bands, well rooted: Taxus, cuspidata, Sedans, browni, hicksi, \$15.00 per 100, 100 J. blue pfitzeriana, 2 1/2-in., heavy, 35c, 1500 J. pfitzeriana, 2 1/2-in., heavy, 8 to 12 ins. tall, special, 20c, 200 J. hetzi, 2-yr., 25c, 200 Andorra Juniper, 2-yr., 20c.
LIEBHART GREENHOUSES, NORWALK, O.

EVERGREEN LINERS AND CUTTINGS POT-GROWN AND TRANSPLANTS POT-GROWN STOCK

Sprayed with Parathion 3 times annually. Potted in special clay peat fertilizer mixture. Grown in open lath house or outside frames. No light, soft greenhouse-grown stock.

Arborvitae, American, dark green	Each, 100 1000
1-yr., 6 to 7 ins.	\$0.27 \$0.25
Arborvitae, globe woodwardi, 1-yr., 5 to 6 ins.	27 25
Arborvitae, pyramidalis, 1-yr., 5 to 6 ins.	27 25
Juniperus pfitzeriana armstrongi, 1-yr., 4 to 5 ins.	27 25
Juniperus chinensis pfitzeriana, 1-yr. pots, 6 to 7 ins.	27 25
Juniperus chinensis pfitzeriana, 2-yr. pots, 6 to 9 ins.	34 32
Juniperus glauca hetzi, 1-yr., 6 to 7 ins.	27 25
Taxus andersoni, 2-yr., 6 to 9 ins.	34 32
Taxus cuspidata, 2-yr., 6 to 9 ins.	34 32
Taxus media compacta, spreading, 2-yr., 6 to 9 ins.	34 32
Euonymus alatus compactus, 2-yr., 6 to 7 ins.	22 20
Korean Boxwood, 1-yr., 3 ins.	22 20
Viburnum, leather-leaved; 2-yr. pots, 6 to 9 ins.	37 35
Viburnum burkwoodi, 1-yr., 4 to 5 ins.	22 20

HEAVY ROOTED CUTTINGS
From flats, growing outside in lath house.

Ready for delivery now.
These extra hardy, outside-grown cuttings can be potted any time, spring, summer, fall. No soft greenhouse-grown stock.
Boxwood, Korean, hardy, 3 ins. \$0.11 \$0.10
Euonymus alatus compactus.
3 to 4 ins., 2-yr., branched 99 .08
Juniperus glauca hetzi, 5 ins. 13 .12
Juniperus chinensis pfitzeriana, 6 to 7 ins. 13 .12
Arborvitae, pyramidalis, 5 to 6 ins. 13 .12
Arborvitae, globe, 4 to 5 ins. 13 .12
Arborvitae, American, dark green; 5 to 6 ins. 13 .12
Taxus hicksi, 5 ins. 13 .12
Taxus intermedia, 3 to 4 ins. 13 .12
Taxus cuspidata, 5 ins. 13 .12
Taxus andersoni, 4 to 5 ins. 13 .12
Taxus media, 3 to 4 ins. 13 .12
Taxus hatfieldi, 3 to 4 ins. 13 .12
Taxus browni, 3 to 4 ins. 13 .12
These: 2 per cent discount, PACKING AND BOXING FREE for cash with order. Our stock guaranteed 100 per cent satisfactory or return within 6 days for full refund, plus full shipping charges paid.
250 plants of each variety at 1000 rate.

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Tipp City, O.

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Collected seedlings	
6 to 9-in. seedlings	Per 100 Per 1000
9 to 12-in. seedlings	\$4.00 \$20.00
12 to 18-in. seedlings	6.00 45.00
	8.00 65.00

These are first-quality, bushy Hemlocks, carefully dug and packed in sphagnum moss in ventilated boxes.

Send for complete list of lining-out stock.

ISAAC LANGLEY WILLIAMS

Box AN Exeter, N.H.

PIERIS JAPONICA

(Andromeda)
Order now. Truly an outstanding shrub. These sturdy, healthy plants are starting their second year.

Per 100 Per 1000	
1-yr. flats, T.	\$10.00 \$90.00
1-yr. seedlings	8.00 75.00

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TAXUS CAPITATA

Strong 2-yr. seedlings, seeds sown lightly.

plants grown with plenty of room in beds.

\$15.00 per 100, \$125.00 per 1000.

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Newport, R. I.

PIERIS JAPONICA (ANDROMEDA)

Per 100 Per 1000

1-yr., T, 2 to 3 ins. \$8.00 \$75.00

Seedlings, 1 to 2 ins. 6.00 50.00

West Rd. PLANE VIEW NURSERY

Newport, R. I.

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Out of 2-in. pots, \$17.50 per 100, \$150.00 per 1000. F.O.B. Elizabeth, N. J.

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FRUIT AND NUT TREES

FRUIT TREES

APRICOTS, hardy: Moorpark, 4 to 5 ft., branched, 45c.
 PLUMS, Methley, Gold, Damson, Hanaka, Burbank, Bruce, Stanley Prune, 4 to 6 ft., branched, 45c.
 PEACHES, Red Elberta, Giant Hale, Red Bird, Hale-Haven, Early Elberta, South Haven, Fair Haven, Redhaven, Elberta, Jubilee, 4 to 5 ft., 35c.
 BENTON COUNTY NURSERY CO., INC.
 Rogers, Ark.

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HEADQUARTERS FOR RIBBON GRASS

(Phalaris plecta variegata)
 Grows 2 ft. tall and spreads by root runners. Ornamental perennial, also excellent for bank planting. It is time now to think of your early fall or next spring needs.
 Divisions, per 100, 10c each.
 500, 9c each.
 1000, 8c each.
 Free packing. Cash with order, please.
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(Periwinkle, running Myrtle)
 Tops in ground cover. Fresh, hand-clumped, 15 to 25 canes. Shipped in sphagnum and ventilated cartons, \$50.00 per 1000.
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 H. C. WAUGH,
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Per 100

Ajuga genevensis \$ 5.00
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 Euonymus coloratus, 6 to 12 ins. 10.00
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VINCA MINOR (HARDY MYRTLE)

The perfect ground cover

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 Division liners \$1.00 \$ 8.00
 Medium crowns 3.00 25.00
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 Clumps, 10 to 20 leads. 6.00 50.00

Write for our new 24-page catalog.

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ATTENTION, LANDSCAPERS!

AN EXCELLENT GROUND COVER

Euonymus f. coloratus 100 1000
 1-yr., field-grown \$15.00 \$125.00
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Little Mt. Rd. Mentor, O.

Euonymus 100 1000
 Radicans coloratus, 1-yr. \$15.00 \$125.00
 Radicans coloratus, 2-yr. 25.00
 Kewensis, 1-yr. 15.00 135.00
 Kewensis, 2-yr. 22.50
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 Patens, 2-yr., large 25.00
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For summertime landscaping
 BUONYMUS F. coloratus, 2 1/2-in. pots, 1-yr. PACKED IN PEAT POTS. Ready to plant.
 \$12.50 per 100, \$110.00 per 1000.
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Strong rooted cuttings, 4.00 per 100, \$37.50 per 1000; \$35.00 per 1000 for any order of 5000 or more. Prompt shipment now through November.

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Ajuga genevensis.
 Large clumps, 100, \$12.50; 1000, \$110.00.
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 Pachysandras 100 1000
 Large 1-yr. transplants \$5.50 \$50.00
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Strong 1-yr., field-grown, \$65.00 per 1000.
 HILLCREST GREENHOUSES, Franklin, Pa.

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HELLEBORUS NIGER

(Christmas Rose)

Our own grown.

3-yr. transplants

\$50.00 per 100.

\$450.00 per 1000.

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Turner Rd. Newport, R. I.

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Extra large, field-grown seedlings.
 Very choice. Ready for shipment.
 \$5.00 per 100, \$40.00 per 1000.

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HEMEROCALLIS

We are among the largest growers of Hemerocallis. 180 dependable varieties; 14 varieties Liriope, the great border and ground cover plant; hardy Giant Hibiscus, also other items. High-quality stock at reasonable prices. Send for our wholesale list.
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Peonies, Lilies and Irises

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Since 1915 Scotts, Mich.

ASTER FRIKARTI

Strong rooted cuttings Per 100

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Strong rooted cuttings \$12.00

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America's Best Source
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 Mentor, Ohio
 Write for Trade List.

Pansies, perennials and rock plants in wide variety. Send for catalog.
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 Bristol, Pa.

WELLER'S BETTER PERENNIALS
 WELLER NURSERIES CO., Holland, Mich.
 Write for trade list.

HOLLY

ILEX OPACA

Clark, Manis, Mae, Farago, Osa, Arden.
 2 1/2-in. pots, 4 to 6 ins., \$45.00 per 100.
 Hookstraw (old heavy berry), 2 1/2-in. pots,
 4 to 6 ins., \$65.00 per 100.
 SPLIT ROCK NURSERIES
 218 Farview Ave. Paramus, N. J.

Check Your Stock NOW!

If you have a surplus

Sell it through the

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HONEYSUCKLES

HONEYSUCKLES

Lonicera japonica halliana, extra-heavy
 No. 1, 3 and 4-yr., 18 to 24-in. field plants,
 3, 4 to 6 leads, \$40.00 per 1000; lighter grade,
 \$30.00 per 1000; sample 100, \$4.00. Experienced labor for grading and packing quantity orders. Immediate shipment. No order too large. Phone: 500W5.
 ROBINSON NURSERY CO., Greenville, Ga.

For \$3.50

you can offer that surplus in a classified ad of 10 lines on these pages—quickly and easily turning stock into cash.

AT 35c PER LINE

you can keep a list of specialty items before trade buyers through the selling season at small cost.

Send your copy (count 6 average words to line) for the July 15 issue to reach us by June 22.

Forms for August 1 issue will close Friday, July 13.

AMERICAN NURSERYMAN

343 S. Dearborn St.

CHICAGO 4, ILL.

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ENGLISH IVY (HEDERA HELIX)

Our super quality, large-leaved strain.
 Approved landscape architect standards.
 Grown in the sub-zero snow belt.
 Booking orders for fall shipment.

Per 100 Per 1000
 2 1/2-in. pots (2 per pot) \$12.50 \$110.00
 Free packing, cash with order.

BABCOCK GARDENS

Jamestown, N. Y.

BALDIC IVY

Hardiast Ivy. Fine for wall or ground cover. True stock. Well-rooted plants. Delivery now or later. 25 per cent down to reserve. Rooted cuttings, \$6.50 per 100, \$60.00 per 1000. 2-in. pots, \$12.00 per 100, \$110.00 per 1000.
 STRATFORD GARDENS
 Russell Breece, R. 3 Delaware, O.

More customers for you!
 Over 9,500 subscribers, all active buyers, see your ad in the American Nurseryman.

LINING-OUT STOCK

LINING-OUT STOCK

Per 100 Per 1000
 Taxus capitata, 1-yr., S. \$5.00 \$40.00
 transplants, 1-yr., S. 50.00
 2-yr., S. 10.00 90.00
 Pot-grown grafts, shipping now Per 100
 Acer polymorphum atropurpureum \$75.00
 Betula lacinata (Cutleaf Birch) 60.00
 Carpinus betulus fastigiata 60.00
 Cornus florida rubra 60.00
 Cornus florida rubra Proser 65.00
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 Viburnum carlesii 60.00
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 Special prices on large quantities.
 VERKADE'S NURSERIES, Wayne, N. J.

EVERGREENS

Blue Hetz Juniper, 6 to 8-in., bare-root \$0.08
 Pfitzer Juniper, 6 to 8-in., bare-root 14 1/2
 Spreading Jap. Yew, 6 to 8-in., bare-root20

DECIDUOUS, BARE-ROOT

Regels Privet, 8 to 10 ins.03 1/2
 Spiraea foebelia, 4 to 6 ins.03 1/2
 BROADLEAF, bare-root
 Euonymus coloratus, 8 to 10 ins.03 1/2
 Euonymus patens, 8 to 10 ins., small leaf04
 Variegated-leaved Honeysuckle vine08

PERENNIALS

Carnation Crimson King05
 All prices are at 1000 rate, 100 or more total order. Less than 300, add 2c per plant.
 MCININCH GREENHOUSES
 St. Joseph, Mo.

LINING-OUT STOCK

100
 Buxus japonica, 2-yr., 2 1/2-in. pots, 6 to 8 ins. \$25.00
 Ilex buxifolia, 2 1/2-in. pots, 6 to 8 ins. 40.00
 Ilex microphylla, 2 1/2-in. pots 35.00
 Ilex bullata (convexa), 2 1/2-in. pots 45.00
 Ilex rotundifolia, 2 1/2-in. pots 25.00
 Lonicera pileata, 2 1/2-in. pots 40.00
 Nandina domestica, 2 1/2-in., 12 to 14 ins. 35.00
 Retinospora crispata, 2 1/2-in., 8 to 10 ins. 35.00
 Taxus cuspidata, 2 1/2-in. pots 30.00
 Taxus cuspidata nana, 2 1/2-in. pots 30.00
 Taxus capitata, 2 1/2-in., 12 to 14 ins. 30.00
 Taxus media, 2 1/2-in. pots 25.00
 Taxus fastigiata, 2 1/2-in. pots, 6 to 8 ins. 25.00
 Free packing for cash with order.
 TOWSON NURSERIES, INC.
 P. O. Box 175 Cockeysville, Md.

LINING-OUT STOCK OF EVERGREENS

Taxus capitata, field-grown.
 Taxus hicksii, field-grown.
 Taxus cuspidata, field-grown.
 Tsuga canadensis, field-grown.
 Ilex, rotundifolia and convexa bullata.
 Rooted cuttings, now ready, \$80.00 per 1000.
 Bed-grown, bushy plants, \$350.00 per 1000.
 Ask for complete list and prices.
 DIRKMAAT AZALEA FARM
 P. O. Box 453, 516 Stevens Ave.
 Ridgewood, N. J.

LINING-OUT STOCK

Each 100 1000
 Ilex convexa, 6 to 8 ins. \$0.25 \$0.25
 Ilex hetzli, 8 to 12 ins.40 .35
 Ilex rotundifolia, 6 to 8 ins.30 .25
 Ilex rotundifolia, 8 to 12 ins.40 .35
 Grown 2 years in beds, planted 8 ins. apart
 The larger size makes ideal plants for gallon cans and direct sales yard sales.
 PIERIS japonica, 6 to 9 ins. \$0.30 \$0.25
 GERARD K. KLYN, INC. MENTOR, O.
 Wholesale Rose Growers and Nurserymen

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To buy the best is not only good business—it's thrifty. FINER LINERS are best for many reasons. Send for your free copy of our current catalog of ornamental aristocrats, featuring Acer to Viburnum.

JOHN VERMEULEN & SON, INC.

Dept. AN 14 Neshanic Station, N. J.

READY FOR IMMEDIATE SHIPMENT

Pyracantha Kanan, excellent for foundation planting; 3-in. pots, TT, 8 to 10 ins., branched, \$32.50 per 100.

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 Route 3 Jamestown, N. Y.

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PACHYSANDRAS
Out of 2-in. pots, \$12.00 per 100, \$100.00
per 1000, F.O.B. Elizabeth, N. J.
DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth, N. J.

Quick — Convenient — Cheap!
Selling through the Classified Ads
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For immediate shipment. Unnamed hybrids of hardy ponticum, catawbiense parentage. Good foliage. With firm, lightweight ball, twice transplanted, bed-grown, 4 to 6 ins., 20c each; approx. 25 lbs. per crate. 50 plants per crate. Order by crate only. 500 or more of a size, 10 per cent discount. Lightweight, expert, frost-proofed crating free. Cash with order.

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Mulino, Ore.

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FIELD-GROWN ROSEBUSHES
FINEST QUALITY

Hybrid Teas, Floribundas,
Polyanthas and Climbers.
Price and variety list on request.

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Box 625 Lindale, Tex.

POTTED ROSES

For June planting.
List and prices sent upon request.
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Tuberous Begonias in bloom now.
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POTTED GRAFTS 100
Cornus florida rubra \$50.00
Acer atropurpureum dissectum 65.00
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Ilex opaca (named), 2-in. pots, cuttings 50.00
ROOTED CUTTINGS 1000
Retinospora plumosa lutescens \$ 65.00
Juniperus pfitzeriana 65.00
Taxus capitata, seedlings, 2-yr. transp. 100.00
Azalea Hino-Crimson, rooted cuttings, 45.00
Azalea Hino-Crimson, transp. in flats, 100.00
Azalea Hino-Crimson, rooted cuttings ... 45.00
FRANKE'S NURSERIES
Waterford Works, N. J.

SHRUBS AND TREES

Norway Maple, to 4-in. caliper. Silver Maple, Wisconsin Weeping Willow, Pin Oak, American Elm and other popular shade trees. Quality selected, finished evergreens, carefully balled and burlapped. Check our list of shrubs, hedge plants and liners. We'll be pleased to send our catalog.

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American Nurseryman Classified Section.

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300 TO 600 SPRUCE,

5 to 6 ft.,
to be sold as live Christmas trees.

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Up to 100,000 heavy rooted to 1-yr.,
also 100,000 unrooted cuttings.
IVY DALE NURSERY
Upper River Rd. Gallipolis, O.

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SOLUBLE FERTILIZERS

PETERS SPECIAL, 20-20-20, general purpose feed.
PETERS SPECIAL, 21-7-7, chelate iron, Azalea neutral.
PETERS SPECIAL, 21-7-7, chelate iron, Azalea acid.
\$.65 per 25-lb. bag, \$22.00 per 100 lbs.
F.O.B. Allentown, Pa.
ROBERT B. PETERS CO.
739 N. 7th St. Allentown, Pa.

FLATS

MINNESOTA WHITE CEDAR FLATS

Order by No.	Wt.	Price
Per 100	Per 100	Per 100
No. 1, 14x20x2 1/2	320	\$25.00
No. 2, 14x20x3 1/4	400	29.00
No. 3, 12x16x2 1/2	260	19.00
No. 4, 12x16x3 1/4	275	22.50
No. 5, 14x16x2 1/2	275	21.50
No. 6, 14x16x3 1/4	290	25.50
No. 7, 16x22 1/2 x2 1/2	380	28.50
No. 8, 16x22 1/2 x3 1/4	425	33.00
No. 9, 1 1/2 x22 1/2 x2 1/2	320	23.00
No. 10, 1 1/2 x22 1/2 x3 1/4	400	26.75
No. 11, 14x16x5	450	30.00
No. 12, 5x11x5	160	16.00
No. 13, 5x16x5	215	18.50
Plant boxes, 5x8 1/2 x2 1/2	45	5.00

All other sizes quoted on request.
5 per cent discount on order of 1000 or more.

The above measurements are inside. Bottoms and sides of cedar flats are 3/4-in. thick; ends are 1/2-in. Plant boxes are thinner.

All material surfaced on one side.
Your name and address printed up to 3 lines in black ink, on one or both end pieces at the following rates: Set-up charge, \$1.00, plus 1/2c per piece for the first 1000 ends, 1/4c per end thereafter. Shipped knocked-down in units of 25.

All shipments by truck unless otherwise ordered. F.O.B. Cook, Minn. Attach check.
H. C. HILL & SONS, Cook, Minn.

REDWOOD FLATS, K. D.

Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure. \$35.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bdl.
50 pcs. to bundle, 5 ft., \$4.50 per bdl.
50 pcs. to bundle, 6 ft., \$5.50 per bdl.
Ship same day. Cash with order, please.
YOHO & HOOKER, Youngstown 2, O.

LABELS

DAHLIA OR TREE LABELS

Priced per 1000
Plain Painted
3 1/2 x 5/8 ins., notched (not wired) \$2.50 \$3.00
3 1/2 x 5/8 ins., wired (copper) ... 3.50 4.10

POT LABELS
4x 5/8 ins. (cartons 1000 each) ... 3.30 3.95
5x 5/8 ins. (cartons 1000 each) ... 3.60 4.30
6x 5/8 ins. (cartons 1000 each) ... 3.90 4.85
8x 5/8 ins. (cartons 500 each) ... 6.00 7.20
10x 5/8 ins. (cartons 500 each) ... 7.00 8.50

GARDEN STAKES
Price per carton
8x 3/4 ins. (cartons 250 each) ... 2.50 3.00
10x 3/4 ins. (cartons 250 each) ... 2.75 3.25
12x1 1/2 ins. (cartons 100 each) ... 1.75 2.00

EVERMARK PENCILS
The original ball marker. 1 doz. 7-in. pencils per box, \$1.25.

Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.

"We ship the same day."

YOHO & HOOKER

Youngstown 2, O.

LUMBER

GREENHOUSE BENCH LUMBER

Northern White Cedar.
Long lived and decay resistant. 4/4 thickness, rough or surfaced. Produced from Minnesota virgin timber.

Sawed by our own mill.

SPECIAL PRICE
\$.93.50 per 1000, F.O.B. Whyte, Minn.

Reference furnished.

Write or call

J. C. CAMPBELL COMPANY

Duluth 2, Minn.

ORCHID SUPPLIES

OSMUNDA, mixed. Bu., \$2.00. Prof. bag, \$1.00. Standard bale, f.o.b. Houston, \$11.00; 2 for \$21.00. Standard bale, f.o.b. Florida, \$8.00; 2 for \$15.00.

DETEX, a safe DDT spray. Qt., \$3.50; gal., \$11.00.

WALL TYPE POT HANGERS, hold up to 4-in. pots. Rust-resistant. Space savers.

Each, 25c; doz., \$2.75; 50, \$10.00; 100, \$18.50.

BACTO ORCHID AGAR (Difco). 1/4 lb., \$2.95; 1 lb., \$14.00.

SHREDDED WAX PAPER, protect your blooms and plants when packing and shipping. Lb. 65c; 10 lbs., \$5.50.

PRICED F.O.B. Subject to change without notice.

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by Listing It in the Classified Ads
of the American Nurseryman.

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HOLLAND PEAT MOSS
"BRODLEAF" quality. Just arrived.
Standard burlapped bales.
\$3.65 each; 10, \$34.25.
Priced F.O.B. Houston.
WRIGHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 8, Texas

VAZACO BRAND
PEAT MOSS

Finest horticultural German peat moss.
Packed in 7 1/2 cubic foot bales.
8 slats, 4 wire brand new burlap,
makes VAZACO peat moss your best buy.
Ask now for prices.

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316 East Chelton Ave.

Philadelphia 44, Pa.

Phone Victor 8-1405-6

EXTRA! Also ask for 1956 prices on Holland bulbs. We guarantee highest quality and lowest price.

PLANT TUBS

UTILITY PLANT TUBS

Made from New England White Pine

Top dia.	Depth	F.O.B. New Hampshire	F.O.B. Chicago
Per 100	Per 100	Per 100	Per 100
7-in.	7-in.	\$ 37.50	\$ 37.50
8-in.	5-in.	82.50	90.00
8 1/2-in.	6 1/2-in.	85.00	92.50
8-in.	8-in.	90.00	97.50
9-in.	6-in.	87.50	95.00
9-in.	9-in.	95.00	105.00
10 1/2-in.	6 1/2-in.	95.00	105.00
10-in.	9-in.	102.50	117.50
11-in.	7-in.	95.00	110.50
12-in.	7-in.	102.50	127.50
12-in.	9-in.	125.00	145.00
12-in.	11-in.	160.00	180.00
14-in.	8-in.	165.00	195.00
14-in.	13-in.	190.00	210.00

ABOVE PRICES APPLY ALSO ON QUANTITIES LESS THAN 100. MINIMUM ORDER, 5 tubs of any one size.

ALEC HENDERSON, INC.
1305 W. Randolph St. Chicago 7, Ill.
Phone Monroe 6-3082

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THE NEW FADE-PROOF

QWIK-TIES

Now made of colorfast plastic for the florist trade.

Semi-invisible, economical, easy to use.

Packed in cartons of 10,000 Per carton

4-in. \$10.00

8-in. 18.00

12-in. 27.00

Postage paid when cash with order.

Carton lots only!

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Phone Morsemore 6-4956 or 6-5821 and 5899

PLASTIC FILM

POLYETHYLENE FILM

All prices per sq. ft.

Quantity discount. .0015 thick, \$0.01; .002,

\$0.012; .003, \$0.02; .004, \$0.025 F.O.B. Cincinnati, O.

ROUGH BROS.

Dept. AN, 4227 Spring Grove Ave.

Cincinnati 23, O.

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FORGET-ME-NOT RAFFIA

Eastcoast Madagascar XXX natural.

Westcoast Madagascar AAA natural.

Colored Raffia (26 colors).

Highest quality. Lowest prices.

Write for quotation.

THE JOSEPH M. STERN CO.

1968 East 66th St. Cleveland 3, O.

SPHAGNUM MOSS

Fresh, clean sphagnum, large standard burlap bales, \$1.30 each. Write for prices on wire bound, burlap bales, in truck or carlots. Pure Sphagnum Moss Co., City Point, Wis.

Long-fibered sphagnum moss, also ground moss. Price us on truckloads delivered.

Warrens Moss Co., Warrens, Wis.

STAKES

NBS

NURSERY BAMBOO STAKES

These imported stakes are specially selected for nursery use. All are bottom or butt cuts for minimum taper, cut closely to a joint to reduce splitting. These are the finest quality available.

Per bale
4 ft., 1/2 to 3/4-in. dia., 500 per bale, \$22.50
5 ft., 3/8 to 1/2-in. dia., 250 per bale, 17.50
6 ft., 3/4 to 1/2-in. dia., 200 per bale, 17.50
7 ft., 3/4 to 1/2-in. dia., 150 per bale, 15.00
8 ft., 3/4 to 1/2-in. dia., 100 per bale, 16.00

Less these generous quantity discounts: 5 bales up, less 10 per cent; 10 bales up, less 15 per cent; 25 bales up, less 20 per cent. Bale lots only.

F.O.B. New York. Immediate shipment.

Pencil thick bamboo stakes also available.

Write for prices.

McHUTCHISON & CO.

695 Grand Ave. Ridgefield, N. J.

Phone Morsemore 6-4656 or 6-5821 and 5899

JULY 1, 1956

BAMBOO STAKES, DOMESTIC DIRECT FROM THE PRODUCER			
PENCIL THICKNESS		Per 1000	
1 1/2 ft.	green	\$3.50
2 ft.	green	4.30
2 1/2 ft.	green	7.20
MEDIUM HEAVY, 3/4 to 1 1/2 in.			
1 1/2 ft.	green or natural	\$ 2.85
2 ft.	green or natural	3.80
2 1/2 ft.	green or natural	4.75
3 ft.	green or natural	5.70
3 1/2 ft.	green or natural	6.65
4 ft.	green or natural	7.60
5 ft.	green or natural	9.50
6 ft.	green or natural	11.40
7 ft.	green or natural	13.30
HEAVY			
4 ft.	green or natural	\$2.85
5 ft.	green or natural	\$3.44
6 ft.	green or natural	4.32
7 ft.	green or natural	5.04
8 ft.	green or natural	5.76
9 ft.	green or natural	7.74
10 ft.	green or natural	9.50
12 ft.	green or natural	12.72
Approx. average thickness at bottom end.			
A. C. PATTERSON, CENTERTOWN, KY.			

BAMBOO CANE STAKES Dyed green, pencil thickness.			
Packed 2000 per bale.		Per 1000 Per bale	
1 1/2 ft.	\$ 3.50	\$ 6.00
2 ft.	4.50	8.00
2 1/2 ft.	5.50	10.00
3 ft.	7.00	13.00
3 1/2 ft.	8.50	16.00
4 ft.	9.50	18.00
5 ft.	12.50	24.00
6 ft., per bale of 500, \$10.00.			
SPLIT BAMBOO, DYED GREEN			
F.O.B. CHICAGO		Per 1000 Per bale (5000)	
12 ins.	\$2.50	\$10.00
15 ins.	3.50	15.00
18 ins.	4.50	20.00
24 ins.	5.50	25.00
Quantity discounts: 10 bales up, less 5 per cent; 25 bales up, less 10 per cent.			
ALEX HENDERSON, INC.			
1305 W. Randolph St.		Chicago 7, Ill.	

CYPRESS PLANT STAKES			
50 Pieces to Bundle			
1x1-in.-3 ft.	pointed	\$3.00 per bundle
1x1-in.-4 ft.	pointed	3.50 per bundle
1x1-in.-5 ft.	pointed	4.50 per bundle
1x1-in.-6 ft.	pointed	5.50 per bundle
1x1-in.-7 ft.	pointed	7.00 per bundle
These stakes are made of cypress and redwood; are good, strong stakes and will give long service. "A little better than seems necessary."			
WE SHIP SAME DAY!			
YOH & HOOKER			
Youngstown, O.			

CYPRESS PLANT STAKES BUNDLED			
1x1-in., 3 ft.	3c each	
1x1-in., 4 ft.	4c each	
1x1-in., 5 ft.	5c each	
1x1-in., 6 ft.	6c each	
1x1-in., 7 ft.	7c each	
1x1-in., 8 ft.	8c each	
These are good, strong stakes and will give long service.			
All priced F.O.B. Sumatra, Fla.			
Sales Office			
SNEADS LUMBER CO.			
Sneads, Fla.			

STAKES, GALVANIZED HARD STEEL FOR GREENHOUSES AND NURSERIES.			
BENCH WIRE, GALVANIZED.			
STAKE FASTENERS.			
Prices and sales sent on request.			
SCHUFF SUPPLY CO., WILMETTE, ILL.			

TRADE BOOKS	
TRADE BOOKS.	

Suggestions for nurserymen and their employees:

NEW DESIGNS FOR SMALL PROPERTIES, by M. E. Bottomley, \$4.00.

MANUAL OF CULTIVATED TREES AND SHRUBS, by Alfred Rehder, \$12.50.

TAYLOR'S ENCYCLOPEDIA OF GARDENING, by Norman Taylor, \$5.00.

STANDARD CYCLOPEDIA OF HORTICULTURE, 3-Volume Set, by L. H. Bailey, \$52.00.

SOILS AND FERTILIZERS FOR GREENHOUSE AND GARDEN, by Alex Laurie and D. C. Kiplinger, \$2.50.

IMPROVED PRACTICE IN PROPAGATION BY SEED, by L. C. Chadwick, 25c.

These books and others on horticultural subjects may be obtained, postpaid, at the publishers' prices indicated, from

AMERICAN NURSERYMAN
343 South Dearborn Chicago 4, Ill.

Letters from Readers

CUSTOMER GOOD WILL

"The writer should like to congratulate you on your editorial entitled "Continuing Customers" in the May 1, 1956, issue of the American Nurseryman. We have used this practice ever since we have been in business and we find that it has been our best bet for advertising and it also gives us great enjoyment when one customer recommends us to another.

"I could safely say that these recommendations account for 75 per cent of our business, and we receive messages from very important and busy people, often written in long-hand, telling how pleased they are with our architects, foreman and men, and what a nice job they do. It is the practice of our men to check over all of their jobs, especially the first year, and people appreciate our showing an interest in the work.

"Of course, our business is a little different from that of most nurseries, as we do not have a garden shop or do any amount of cash-and-carry business." W. N. Winn, Winn Nursery, Inc., Norfolk, Va.

A. A. N. NOMENCLATURE AID

"In the May 15 issue of the American Nurseryman, on page 72, in concluding an article on 'Plant Naming,' Robert More directs an inquiry to me, the substance of which is: 'Can the A. A. N. assist its members in arriving at a correct plant name?' We have, as one of our standing committees, a committee on nomenclature and plant name registration, of which J. Franklin Styer, Styer's Nurseries, Concordville, Pa., is chairman. On many occasions Mr. Styer has been helpful in the selection of plant names for newly introduced material, and I am sure he would be helpful in answering inquiries concerning the correct naming of plants already in the trade.

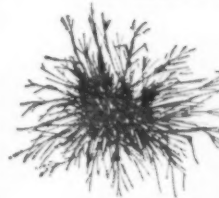
"Mr. Styer has been active in the International Horticultural Congresses, and one can rest assured that the A. A. N., through this committee, will cooperate with its members in this field of plant naming whenever requested to do so.

"We also maintain close liaison with Bailey Hortorium, Ithaca, N. Y., of which George Lawrence is director; W. A. Dayton, of the United States forestry service, a taxonomic expert on horticultural plants, and others." Richard P. White.

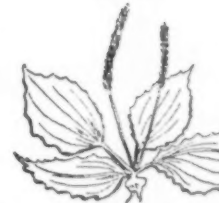
RECOMMEND

Vaughan's TEAM OF Weed Killers!

For Early Weeds that can
and should be killed



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CONTROLLED BY
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CRAB GRASS KILLER
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LAWN WEED KILLER



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FREE-WEED CHART



Builds Extra
Sales . . .

Vaughan's exclusive
weed Control Chart
shows colored pic-
tures of 30 common
weeds.

Tells how to rid
lawns of every con-
trollable weed
throughout the en-
tire growing season.
Write to

LAWN AND GARDEN PRODUCTS DIVISION

Vaughan's SEED CO.

601 W. Jackson Blvd., Chicago, Ill.
47-49 Barclay St., New York, N. Y.

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Display: \$4.00 per inch, each insertion.

Liners: 35¢ line; minimum order \$3.50.

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EXPERIENCED PROPAGATOR

Large midwestern wholesale nursery has opening for experienced propagator to take full charge of production of nursery stock from seeds, cuttings, grafts, etc. Excellent facilities including greenhouses and coldframes. When writing give full particulars about self, including references. Address Box 302, care of American Nurseryman.

HELP WANTED

Salesman to call on nurserymen, florists, seedsmen and landscape gardeners, selling complete line of nursery stock for large midwestern wholesale nursery. Expenses, drawing account and commission. For full details, write Box 268, care of American Nurseryman.

HELP WANTED

FOREMAN AND SALESMAN

Experienced man needed to manage men and meet customers. Must have a good knowledge of material and be able to dig and fill orders. Can use college graduate and the ability to draw plans would be helpful. Good starting salary with a share in the profits and opportunity for advancement. Give references and experience. Write Box 300, care of American Nurseryman.

HELP WANTED

FOREMAN — MANAGER

Must be practical man, willing and able to work with men. Digging, planting and general nursery work. Steady work. Living quarters available. Guarantee and percentage basis. References. Address: Rt. 4, Box 210, Albuquerque, N. M.

HELP WANTED

General manager in charge of production for expanding southern nursery. Good facilities, pleasant working conditions. All replies kept strictly confidential. Our employees know of this ad. Write to Box 290, care of American Nurseryman.

HELP WANTED

Here is where employers and employees meet! If you are seeking competent help, place your proposition before interested parties by inserting an advertisement in this department. You can do this for only \$4.00 per inch.

HELP WANTED—Experienced budding for fruit trees in southwestern Michigan. Excellent opportunity, steady work for right man. State experience and references. Write Box 301, care of American Nurseryman.

BUSINESS OPPORTUNITY

Opportunity for experienced nurseryman, with some cash to invest in business with option to buy, to take full charge of well-established retail nursery, growing and selling general line of ornamental shrubs, bedding plants, etc. Address: WIDOW, P. O. Box 1870, Montgomery, Ala.

SITUATION WANTED

Young man, single, U. S. citizen, now living in Central America, desires to relocate. Has M.S. degree in horticulture and can speak Spanish. Experienced in tropical agriculture (cacao propagation). Details upon request. Reply to Box 303, care of American Nurseryman.

WANTED TO BUY

Modern garden center and nursery. Must gross \$50,000 or upward. Replies held in strictest confidence. Address replies to Box 291, care of American Nurseryman.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE

Established, successful retail nursery business, complete with living quarters, 3 acres of land and buildings on main highway in western Connecticut, 75 miles from New York city. Price \$50,000 for everything.

HOUSATONIC VALLEY AGENCY

New Milford, Conn.
Phone: ELgin 4-5551

FOR SALE

Five-acre landscape nursery, fully equipped. Small greenhouse, gift shop and office attached. New well in 1955. Standing stock and equipment. For further details write:

DON SHOWELL
Box 376 Osakis, Minn.

FOR SALE—3½-acre nursery, well established in fast-growing town in Westchester county, 20 miles from New York City. Small greenhouse-propagating house, frames, deep frame and new, 2-story, 25x25-foot barn. Choice, ready nursery stock. Bargain at \$26,000; terms. Owner retiring. Address Box 304, care of American Nurseryman.

FOR SALE—Used 30-lb. tins, \$50.00 per 1000 in carload lots. F.O.B. Beulah, Mich. Car average 5000-tin capacity. Cans cleaned before loading. For freight rates see your local agent. Lids available at \$15.00 per 1000. Samples on request. PET-RITZ FOODS, Beulah, Mich.

FOR SALE—26-in. Howard Gem Rotavator. This machine has had the equivalent of about three full weeks' work. It is in excellent condition. Price, \$475. D. J. ESSON; Crooked Lane, R. D. 1, Moorestown, N. J.

GYPSY MOTH CAMPAIGN

Intensive control measures against the gypsy moth, a serious forest and shade tree pest, recently were begun in parts of New York, New Jersey and Pennsylvania, the United States Department of Agriculture has announced.

Through the joint efforts of the U. S. D. A. agricultural research service and the states of New Jersey, New York and Pennsylvania, some 500,000 acres in a 90-mile strip will be sprayed from the air with DDT to eliminate the insects. The strip extends about five miles on either side of the New York-New Jersey border and continues into Pike county, Pennsylvania, and the adjacent area of New York. It reaches north on the New York side of the Delaware river into Sullivan county, New York. The strip being sprayed constitutes a protective border along the southwestern edge of the area newly infested by the gypsy moth during the past two years.

Congress has appropriated more than \$300,000 for the agriculture department's part in combating the moths along the strip. In addition, cooperative work is continuing in central and eastern New England, where the pest has been found for many years, and a spot infestation near Lansing, Mich., was sprayed earlier this year.

The small, creamy-white gypsy moth has destroyed millions of board feet of valuable timber in the northeast, and its intangible damage in defoliating and destroying shade trees in yards and recreation areas and on watersheds is beyond estimation.

Commercial aerial-spraying companies were awarded contracts to complete the job by June 30, while gypsy moth eggs were hatching into leaf-eating larvae. Aircraft and ground personnel of the U. S. D. A. plant pest control branch supervised application of the insecticide.

FLORIDA MEETING

[Continued from page 20]

tinued by H. P. Quadland, director of information for the American Association of Nurserymen, in his interesting presentation on "Market Development and Selling." He stated that the best market development is based on giving sound reasons to American families for buying nursery stock and landscaping their homes. He listed the following as sound and valid reasons:

Landscaping increases the value of

the home by 15 to 20 per cent, representing a much greater return than can be secured from most other investments. Landscaping is the key to home improvement, for no other improvement looks or serves its purpose fully until enhanced by good landscaping. Landscaping may reduce traffic noises as much as 60 per cent. Landscaping sets the styles and tone of and is an integral part of neighborhood pride. The benefits gained from good landscaping are more than beauty alone; the landscaping of school grounds has resulted in an improvement in the attitude of children toward schooling. Landscaping has been shown to increase highway safety.

Mr. Quadland stressed the fact that nurserymen must advertise and promote sales to compete with other industries. He stated that nursery sales could be increased by \$200,000,000 by just an effective program of selling on time. He pointed out that there are 40,000,000 families in the United States in the \$5,000 to \$7,000 bracket who buy on budgeted and time-payment plans who would buy more nursery stock or landscaping on a time-payment plan than they do by the sales methods now used. The nurseryman's basic slogan, Mr. Quadland stated, should be "Build and plant America into a better place to live, work and play."

Grading Standards

The work of the F.N.G.A. committee on grading standards was discussed by the committee chairman, D. W. Davis, of D. W. Davis Nursery, Seffner. Mr. Davis stated that only about 6 per cent of the nursery stock grown in Florida is used within the state and that an effective system of grading is absolutely necessary to competitive marketing outside of the state. He showed examples of the different grades proposed for several types and classes of stock, including azaleas, ligustrum, sea grape and Cattleya guava. After some discussion, the group requested that the committee continue its work in developing a system of grading satisfactory to the nurserymen and growers and to the regulatory agency, the state plant board.

One of the outstanding events of the president's banquet was the presentation of the A. A. N. industrial landscape award, a feature of its "Plant America" program, to the Tupperware Home Corp., Orlando, by Mr. Quadland. The landscaping award was presented to M. J. Daetwyler, of Daetwyler's Landscaping Co., Orlando.

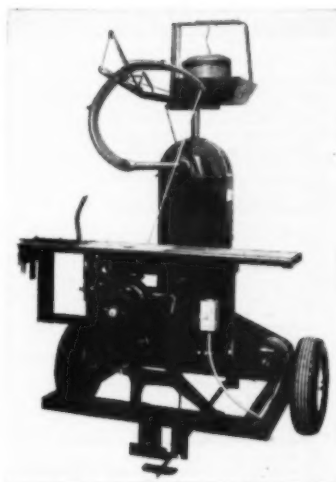
The principal speaker at the presi-

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• Water passes through coupling into hose on reel.

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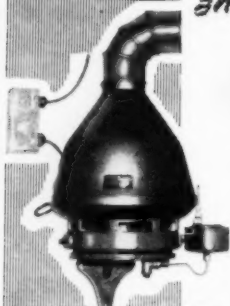
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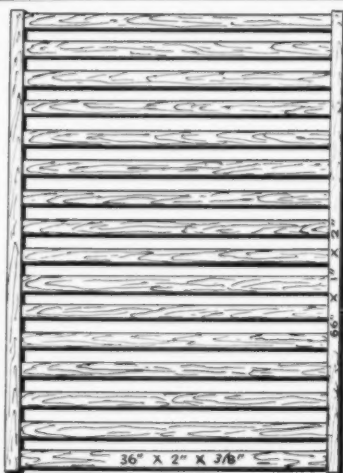
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dent's banquet was Fred H. Kent, chairman of the board of control for the state of Florida, who discussed measures being employed by the state plant board and U. S. D. A. personnel to control and eradicate the Mediterranean fruit fly, which recently gained a foothold in the citrus belt of Florida.

The Northeast chapter of F.N.G.A met and elected the following new chapter officers: Jack Longmire, president; Joseph Welker, vice-president, and Fred L. Hughes, secretary-treasurer.

FLORIDA CHAPTER ELECTS

At a meeting held in conjunction with the convention of the Florida Nurserymen and Growers Association, at Jacksonville, May 24 to 26, the Florida chapter of the A. A. N. named as president for the coming year, R. E. Brown; vice-president, Richard C. Johnson, Seminole Nurseries, Largo; secretary, Harold J. Perkins, Horticultural Plant Farms, Homestead, and treasurer, J. H. Popham, Jr., Palmer Nurseries, Osprey. Vice-president F. B. Turner, Florida Nursery & Landscape Co., Leesburg, was elected a delegate to the 1956 A. A. N. convention, and Ralph Taylor, Jr., Royal Palm Nurseries Corp., Oneco, was appointed alternate delegate.

Over 45 members and guests were present at the luncheon meeting, presided over by Vice-president Thelma Vick, Ixora Park Nursery, Miami, and heard an excellent talk by H. P. Quadland on highway beautification and the services rendered by the national organization. There was considerable discussion in regard to preparations for the A. A. N. convention to be held at Miami Beach in July, 1957. It was stated that definite plans and committee appointments would be made as soon as possible after the 1956 convention was held.

HARRY WHEATCROFT, Wheatcroft Bros., Ltd., Nottingham, England, a noted rosarian who has been talking before horticultural groups in this country, addressed members of the Chicago Horticultural Society June 21.

PAUL H. FLOUNDERS, a wholesale grower of plants, bulbs and rooted cuttings, has completed a new block building 25x50 feet for grading, packing and storing cut flowers and bulbs. The building has a refrigerator 20x24 feet. Mr. Flounders plans to start a retail mail-order business in the fall.

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PLANT PATENTS

The following plant patents were issued recently, according to Rummeler, Rummeler & Snow, Chicago patent attorneys:

No. 1475. Walnut tree. Charles Edward Sullivan, Yuba City, Calif. A new and distinct variety of walnut tree, characterized—in comparison to the Hartley and Franquette walnuts—by the beginning of production of nuts in a relatively early year of growth and at least by the sixth year thereof; and further characterized—especially in comparison to said Hartley walnut—by the heavier bearing of nuts which are large, well filled, of better quality, and attractive appearance; and additionally characterized by nuts which are relatively free from blight and sunburn and which crack out readily, by foliage which leafs out late in spring, approximately two weeks later than the Payne walnut and just ahead of the Hartley walnut, and by a midseason harvest in the fall between said Payne and Hartley walnuts.

No. 1476. Walnut tree. Charles Edward Sullivan, Yuba City, Calif. A new and distinct variety of walnut tree, characterized by being an early, prolific bearer of particularly large-size, extremely well-filled nuts of consistently excellent quality which have a relatively high percentage of meat to shell by weight, and being relatively free from blight and sunburn; and further characterized—in comparison to the Payne walnut—by leafing out later in the spring, and harvesting in late summer at substantially the same time, but bearing nuts which are at least twice the size, and of better quality.

No. 1477. Lantana plant. Ronald Regan, Monterey Park, Calif., assignor to Monrovia Nursery Co., Monrovia, Calif., a corporation of California. The new and distinct variety of lantana plant, characterized especially by its abundance of faintly aromatic flowers and its combination of the prostrate, trailing growth habit of Lantana sellowiana Goldrush, with the orange-red flower coloration of Lantana camara Radiation.

No. 1478. Lantana plant. Ronald Regan, Monterey Park, Calif., assignor to Monrovia Nursery Co., Monrovia, Calif., a corporation of California. The new and distinct variety of lantana plant, characterized especially by its abundance of faintly aromatic flowers and its combination of the prostrate, trailing growth habit of Lantana sellowiana Goldrush, with the phlox-pink flower coloring of Lantana camara Christine.

No. 1479. Diosma plant. Yoshimatsu Nishizawa, West Los Angeles, Calif. A new and distinct variety of diosma plant, characterized as to novelty by the compactness of the bush and the habit of producing profuse blooms in greater quantity than can be found on its parents, said blooms developing into a variegated coloring shaded between white and carmine rose.

M. SONENBURG has started the Green Thumb Nursery at Smyrna, Ga., and is growing shrubs, bulbs and bedding plants.



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The Handling of Bare-Root Stock

By Thomas D. Faulkner

The subject of handling bare-root stock before shipment covers a wide field and would be governed to a large extent by the location of nursery, soil and climatic conditions. Methods that I will discuss, therefore, are those used by our company. They are the results of our tests and experiments. I do not mean to imply that ours are the only correct methods, but merely point out that, for the present at least, they are the best for us at Burr's.

To endeavor to give you as complete a picture as possible, may I first describe briefly our various sales divisions and therefore our necessity for accurate records. Our sales outlets consist of retail, mail-order, wholesale and packaging divisions, with each division having its own individual stock requirements.

To record and control the requirements of these sales divisions we maintain an inventory control department. This department keeps complete and accurate records of all stock we grow from time of propagation to harvest at maturity. These records indicate the farm, the lot number and the quantity of each item we expect to harvest. Growing as we do many hundreds of thousands of roses, flowering shrubs, hedge plants, vines, fruit and ornamental trees that must be harvested each year, these inventory records become highly important to us in the warehouse division.

Five Warehouses Used

Since the space requirements for storage of these materials necessitates our using five warehouses, we use the inventory records during the summer months to create a stock for storage space report, and thus prior to harvest time every supervisor is aware where each item is to be stored and the quantity expected to be handled. With this complete information each warehouse is prepared to handle its stock requirements, and a complete liaison is established with the farm or growing division.

The nursery stock required by each of our sales divisions to cover fall shipments is dug to grade in the field against stock reservations, these

Talk, "Handling Bare-Root Stock Before Shipment," made by Thomas D. Faulkner, C. R. Burr & Co., Manchester, Conn., at a short course held for Connecticut nurserymen at the University of Connecticut, Storrs.

reservations having been established months in advance by each of the four sales departments.

Now the word harvest takes on its true meaning. Generally we start October 20 and work at full speed to finish with all the stock from the fields before the end of November. Once in a while the weather throws us off stride a few days, but we generally accomplish our goal.

With the harvest in full stride, stock rolls into several warehouses simultaneously, but with each truckload the warehouse is furnished a load list, indicating the item, the quantity, the farm or lot from which dug and whether or not the digging on that variety has been completed. This information enables the warehouse foreman to decide either to keep stacks open for the balance of a variety or bridge off and start a new variety. Each supervisor naturally assumes the responsibility for stock welfare; thus he has final decision on how the materials are placed in rough stacks.

The natural habits of the plant, rainfall and temperature all contribute to the ripening of various types of stock, and when harvested these plants will have varying amounts of foliage. Stacks are built accordingly. If much foliage is evident and plants seem somewhat green, bridges are constructed about every four feet as a protective measure. If the foliage is completely ripened and plants are bare of foliage, it is possible to have much larger stacks with bridges only between varieties. Throughout these rough stacks we continue to maintain our inventory records by use of applied tags to each variety, which again indicate the approximate quantity of plants in the stack and the farm or lot from which they were harvested.

Stacks are constructed for the most part with roots out, or tops to tops, with damp moss applied to each layer of roots or every other layer of roots, whichever seems better for the welfare of the stock.

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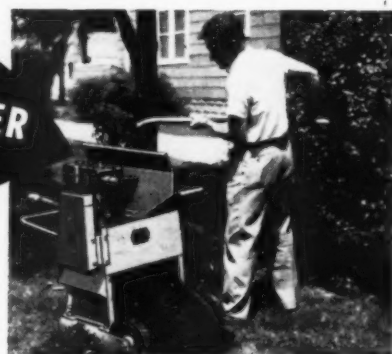


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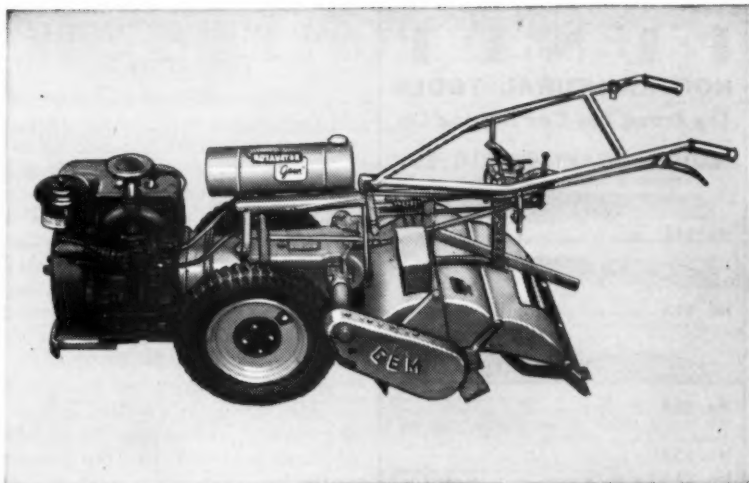
Continuation of the ripening or natural dormancy of plants is what the warehouse strives to attain, but every care must be taken to avoid stock's becoming worthless through drying out and yet keep to a minimum any secondary sprouting due to overmoisture and temperature conditions.

To assist the warehouse supervisor in this respect we take several psychrometer readings daily in the respective warehouses. This measure of moisture content enables the warehouse supervisor to determine whether or not additional moisture need be applied or whether some drying out should take place.

I mentioned previously that harvesting was generally complete prior to the end of November, and grading of stock starts immediately thereafter. In this grading of all our merchandise we follow the grade standards as set up by the American Association of Nurserymen. These plants are taken from rough stacks, and if in this grading operation they do not meet the required standard, they are immediately thrown out as undergrades or culls.

Once again I mention our four sales divisions because their individual requirements make necessary various tying and labeling procedures. Working against reservations, we hold out at time of grading the merchandise that is to be offered through our mail-order and retail divisions in the grade specified, and this material is immediately transferred to a reserve storage section, where each plant is individually labeled with an article number and both the botanical and common names of the plant and the size and grade of the plant. A wood label is used, which gives the article number and size on one side and the names on the reverse side. It can readily be understood that at the time of shipping from these departments we disregard the plant names and sizes and work only against the article numbers in filling orders.

The merchandise to be offered through either our wholesale or packing division is tied in bundles of varying quantities, depending on how we offer them, and each bundle is labeled with two wired wood labels, indicating botanical and common names, number of plants per bundle and the grade. For the most part two ties are placed on the bundle, in both instances using moisture-proof twine to eliminate the possibility of bundles' falling open when subjected to moisture in the finished stacks. From our various experiments we finally decided upon an oil-treated



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Finished stacks are constructed in similar fashion to the rough stacks—tops to tops, roots out and mossed every layer—except that the finished stack is constructed with only one grade or size to the bin. Bridges are constructed between varieties and between sizes within varieties, and in instances where the same plant happens to be tied in various multiples, then bridges are constructed in accordance with plants per bundle.

In each instance a bin sign is constructed which, at a glance, indicates the variety, the grade, the number of plants per bundle and the quantity in the bin.

Anywhere from 50 to 150 such bins may constitute what we consider a stack. When a complete stack has finally been created, the warehouse division assigns a stack number, sets up its inventory book and simultaneously makes up a typewritten stack sign, which is placed on the front of the stack and on which are indicated all the varieties and grades within that stack with their respective bin numbers. This information is transmitted to the inventory department so that its inventory cards will show the stack numbers and bin numbers where all our various material is stored. The use of stack signs allows us the opportunity of using additional stock runners in heavy shipping periods, because with complete information as to stock location on the front of each stack almost anyone assigned can successfully accumulate orders from the bins.

Grading Records

All during our grading operation, daily reports are furnished by each grading crew indicating the varieties, the farm where the stock was grown, the quantity within grade that was obtained and the number of pieces thrown out as undergrades or culls. This report allows the inventory department to have daily information as to stock availability against sales.

When all the stock in all the warehouses has been completely graded, our central inventory division has a complete record of stock availability. Likewise, each warehouse supervisor has a list of materials stored in the various warehouses so that in a minimum of time any order may be assembled.

All during the grading period, as previously mentioned, and throughout the ensuing weeks of storing and shipping, daily psychrometer readings are maintained. By this method

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NEW DEER REPELLENT

(Bone Tar Oil Concentrate)

Users report excellent repellence of deer from fruit trees, nursery stock and other crops. One gallon of this concentrate makes 100 gallons of repellent spray.

Send \$3.95 for 1 gallon, \$17.50 for 5 gallons. Shipped express collect.

Dealers' inquiries invited.

STATE COLLEGE LABORATORIES

Box 492, State College, Pa.

PINE NEEDLES FOR MULCH

The perfect mulch for shrubs, evergreens, etc. Attractive looking, they aid in weed control, hold moisture and prevent severe damage to plants that sometimes winterkill, like certain varieties of azaleas. Large, clean, compressed bales. Write for prices F.O.B. or delivered.

LEXINGTON FLORAL NURSERY

Rt. 9, U. S. 29 North Phone: 4786
LEXINGTON, N. C.

DECALS

TRUCK LETTERING AND TRADE-MARK DECALS made for your trucks. Easy to apply, uniform, distinctive, economical for small or large needs.

Write for Catalog
MATHEWS CO.

827 S. Harvey Ave. OAK PARK, ILL.

HERE IS WHY NURSERYMEN PREFER MENNEPOTS



Superior Strength

Sturdily constructed, the MENNEPOT withstands hard handling.

Stapled Bottom

Comes completely assembled . . . Potting can start immediately upon arrival.

Light Weight

The MENNEPOT is economical to use. Light weight makes shipping costs less.

Drainage

The side-drainage feature makes waterlogging impossible while standing in salesyard.

Size 0 Top . . . 4 ins.
Bottom 3½ ins.
High . . . 4 ins.
Weight per 100
Regular 10 lbs., Heavy 25
Regular Weight Price
100. \$2.75 1000. \$25.00
Heavy Weight Price
100. \$3.75 1000. \$35.00

Size 1 Top . . . 6 ins.
Bottom . . 5 ins.
High . . . 6 ins.
Weight per 100
Regular 15 lbs., Heavy 35
Regular Weight Price
100. \$4.00 1000. \$37.50
Heavy Weight Price
100. \$5.25 1000. \$50.00

Size 2 Top . . . 7 ins.
Bottom 5½ ins.
High . . . 9 ins.
Weight per 100
Regular 24 lbs., Heavy 55
Regular Weight Price
100. \$4.50 1000. \$42.50
Heavy Weight Price
100. \$5.75 1000. \$55.00

Size 3 Top . . . 8½ ins.
Bottom 6½ ins.
High . . . 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100. \$5.00 1000. \$47.50
Heavy Weight Price
100. \$6.25 1000. \$60.00

Size *4 Top . . . 10 ins.
Bottom . . 8 ins.
High . . . 10 ins.
Weight per 100—120 lbs.
100. \$11.00
500. \$52.50 1000. \$100.00
*Heavy Only—
For trees and shrubs.

Size *5 Top . . . 12 ins.
Bottom . . 10 ins.
High . . . 12 ins.
LG. POT
Weight per 100—250 lbs.
20. 30c ea. 100. \$27.50
500. \$125 1000. \$225
*Special for extra-heavy
trees and large shrubs.

Size Pan Top . . . 8½ ins.
Bottom 7½ ins.
High . . . 5 ins.
PAN
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100. \$5.00 1000. \$47.50
Heavy Weight Price
100. \$6.25 1000. \$60.00

500 of a size taken 1000
rate in sizes 0-1-2-3-
Pan. Regular-weight
pots packed 100 and
200 per carton in sizes
1-2-3-Pan. Size 0, 250
only. Heavy pots are
packed 250 per carton
in size 0; 100 per car-
ton in size 1; 50 per
carton in sizes 2, 3, Pan and 4, and 20 per
carton in size 5. NO BROKEN CARTONS.

Distributors

NEW YORK

Jackson & Perkins Co., Newark, N. Y.
Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island), N. Y.

OHIO

Skoll Distributing Co., 560 E. 99th St., Cleveland, O.
I. G. Harmon & Son, 1800 19th St., Canton 4, O.

PENNSYLVANIA

E. C. Geiger, North Wales, Pa.
Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh, Pa.
Rt. 88, S. Park, Pittsburgh, Pa.

NEW JERSEY

New Jersey Farm Supply, 449 Market St., East Paterson, N. J.
Somerset Rose Nursery, Inc., New Brunswick, N. J.

MICHIGAN

William Bell, 4002 Montgomery Ave., Detroit, Mich.
Growers Exchange, Inc., P. O. Box 397, Farmington, Mich.

RHODE ISLAND

Strickland Seed Store, 1429 Gratiot Ave., Detroit, Mich.
American-Dutch Trading Co., Inc., P. O. Box 177, Cranston 10, R. I.

CANADA

The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada.

SEND \$1.00
FOR COMPLETE SET OF 12 SAMPLES.

MENNO S. MENNES NURSERIES

NORTH TONAWANDA, N. Y.

Phone LUdlow 4444

Prices Vary Slightly in Areas Served by Distributors
DISTRIBUTORSHIPS OPEN IN SOUTHERN STATES

we feel that we are able to maintain our stock in the best possible condition and assure its arrival to our customers in prime condition for further handling.

BROWARD COUNTY CHAPTER

The recently formed Broward county chapter of the Florida Nurserymen and Growers Association has as its officers the following:

Milton Link, Fort Lauderdale, president; C. E. Ingalls, Hallandale, vice-president, and Mrs. Beverly Turberville, Fort Lauderdale, secretary-treasurer. Directors include William Foster, Hollywood; Ray Oglesby, Hollywood Ridge Farms; Steve Kubiak, Pompano Beach, and A. H. Johnson, Fort Lauderdale.

According to Vice-president Ingalls, the new chapter was approved by the state association in February, 1956. The group will meet monthly.

CITRUS STATION

[Continued from page 13]

oranges such as the Sanguinello, Moro, Tarocco and Vascaro. Sweet oranges being imported from Spain include Berna, Communa, Cadanera and Salustiana. Other importations include sour oranges, pomelo, grape-

HYPER-HUMUS PUTS THE "TOP" IN TOPSOIL . . .

The ideal organic soil conditioner and improver for better lawns, bigger flowers, crisper vegetables. Time tested for over 40 years — used on over 1,000 golf courses, Yankee Stadium, Garden State Parkway, Rutgers Stadium — and hundreds of famous public places. Sold bag or bulk. See your dealer.

WRITE
FOR
FREE
BOOKLET

HYPER-HUMUS COMPANY
NEWTON 19 NEW JERSEY



WHY try to cool a whole greenhouse when only the plant leaves need cooling?

The HUMIDOMIST SYSTEM of Intermittent Misting cools the leaves by evaporation.

No fans

No wet pads

No pumps

Low expense for equipment, installation, operation.
Order a sample package unit, Style No. 674 for misting a bench 4x100 ft., using 50 lbs. water pressure.

20 Type T-16 twin discharge Humidostat nozzles . . . \$40.00

10 Style No. 653 pipe clamps with tees and elbows . . . 11.00

1 Electric water valve, ¾-in. pipe with strainer . . . 20.50

1 Style No. 1-M adjustable interval electric timer, controls misting for several seconds each minute . . . 17.50

Add 2% for delivery west of Mississippi River. \$89.00

Circular on request.

SUPREME ELECTRIC PRODUCTS CO., 194 Vassar St., ROCHESTER 7, N. Y.

The HUMIDOMIST SYSTEM has proved profitable in propagating work.



ULLMAN CLEAT

Strong, reliable, protects flowers from damage in transit, satisfies customers and insures better prices. The Ullman cleat grips sides of box, holds stems to bottom. Send for prices.

THE ULLMAN CO.
Northampton, Mass.

HAMILTON BAG MFG. CORP.

199-203 N. 8th St.

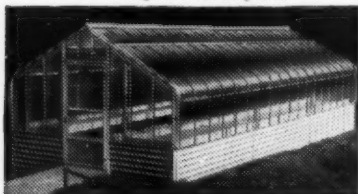
BROOKLYN 11, N. Y.

BURLAP

Long-lasting—All Sizes

Mor-lite The First ALL-ALUMINUM GREENHOUSE ON THE MARKET

narrow roof rafters permit $\frac{1}{2}$ more
light to reach plants



Mor-lite is a low-cost greenhouse designed with a lifetime of low service expense. Scientific design and pre-fabrication of aluminum members give you an immediate savings in materials, reduce erection time, and eliminates maintenance costs for life.

Curved glass eaves are standard with Mor-lite.

CHECK THESE FEATURES...

- Mor-lite's new aluminum Truss members carries away the condensation from purlins. A time-proven way to take care of condensation.
- Curved glass at no extra cost.
- Patented socket ridge hinge.
- All-aluminum truss members and posts.
- Aluminum bar caps.
- Patented stainless steel clips.
- Wide self-cleaning aluminum gutters you can walk in.
- self-cleaning rafters.
- All brackets are riveted in place which make Mor-lite Greenhouses the easiest built.

Get our complete story on Mor-lite
before you buy any Greenhouse.

LABOR AVAILABLE...

Our maintenance men are specially trained to give you expert service on your Greenhouse repairs and rebuilding.

GREENHOUSE MATERIALS...

We carry a complete stock of Greenhouse materials at all times.

'Deal direct with Rough Bros.' executives in the field, the man who can give immediate attention on your Greenhouse problems.



STEAM-FLO Soil Sterilizer

MANUFACTURED
EXCLUSIVELY
BY

ROUGH BROS.

GREENHOUSE MANUFACTURERS & BUILDERS
4227 Spring Grove Ave., Cincinnati 23, Ohio
Phone Kirby 6180

FILL OUT COUPON

- Send me quotation on Benches
- Send me information on Greenhouses (Alum.) (Wood)
- Send me information on Steam-Flo Soil Sterilizer

Name.....
Address.....
City..... State.....

fruit, mandarins, limes and miscellaneous citrus types that may prove useful as rootstocks, for breeding varieties and for direct commercial production.

Demand for smaller citrus trees, both for landscape use and to permit growing of greater numbers per acre in commercial orchards, has resulted in extensive tests with dwarfing rootstocks. The station's extensive citrus variety and hybrid orchard is proving useful in developing types of citrus for nearly every need of the landscape gardener. The fruit ranges in size from the pea-like Chinese box orange to the huge shaddock, and the growth from vigorous trees to sprawling shrubs.

Station horticulturists are also experimenting with the macadamia tree, which is relatively resistant to root rot and virus diseases currently afflicting avocado trees in southern California. A native of Australia, the macadamia was introduced into Hawaii as a forest tree. However, the popularity of its nut (which is high in oil content and has a flavor between that of a hazel nut and cashew) resulted in the development of a growing food industry there.

The recently established department of vegetable crops at the station is studying various aspects of vegetable production, such as micro-climatic manipulation. The latter involves the artificial development of an environment more suitable for the germination and growth of plants. Such devices as hot caps increase the temperature of both the soil and air adjacent to a plant, which is of great value in the germination of seeds of warm season crops. They also increase humidity, which favors faster growth, but also fosters development of disease organisms. Advantages of various materials and designs are being tested.

Entomological Research

The largest department at the citrus experiment station is entomology. Its broad research program includes laboratory investigation of thousands of chemicals for possible use as pesticides. The more promising compounds are evaluated on many crops in the field, and testing techniques are developed to make sure their application has no harmful effects on crops or consumer. Recent enactment of the Miller amendment to the federal food and drug law, which requires the establishment of residue tolerances for most agricultural pesticides, has greatly increased the importance of this work.

Since a pesticide is only as effective as its method of application, the de-

Mark it ^{PAT. PEND.} PLANT MARKERS

High Quality
Low Price
Permanent
Garden Markers

MARKITS (above) combine all the essentials of good plant identification.

- Molded of durable, weather-proof plastic.
- Full 2 square inches of horizontal writing surface set at easy-to-read angle. Always remains clean. Height—5 inches.
- Grey-green color.
- Pencil writing lasts for years, easily erased for re-use.
- Anchors prevent turning and frost heaving.

List Prices — 25 for \$1.25
100 for \$4.50

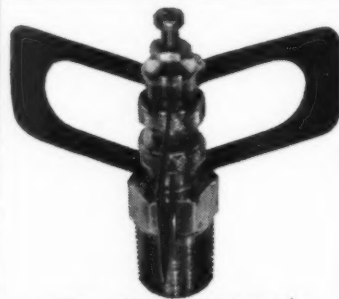
PERMARKER

PERMARKERS (right) are durable plastic labels, 2 1/2" x 1 1/2" attached firmly to sturdy 1/4" non-corrosive steel supports. Easily removed for writing and other uses. Labels hold at readable angle. Always stays clean. Anchor prevents turning, and frost heaving. Pencil writing lasts for years, but quickly erased for re-use. Colors, harmonizing grey-green or conspicuous orange.

List Prices—10 for \$1.40 25 for \$3.25
100 for \$12.25

Write today for discounts and free samples.

Permark Co., Inc. Room 1277, 1 East 57th St.
New York 22, New York



FOG-MIST NOZZLE

for Propagation and Humidity Control
LONGER LIFE
PRECISE PERFORMANCE
BEST NOZZLE AVAILABLE

Stainless Steel Orifice Insert
Stainless Steel Target Screw
Monel Metal Cylindrical Screen
Phosphor Bronze Alignment Brackets

Nozzle No.	Orifice Size	At 20-pound Pressure Diameter	G.P.M.
550-A	.028 in.	7 ft.	.1
550-B	.060 in.	12 ft.	.3
550-C	.080 in.	18 ft.	.7

Price, \$2.95 each, postpaid. One dozen, \$23.6 each. Please send check or money order. Guaranteed. 3% tax in Florida.

SPRAYERS & NOZZLES SALES

2575 28th Ave., No.
ST. PETERSBURG 4, FLA.

partment also conducts field tests of various spraying and dusting techniques. To minimize the necessity of full coverage, entomologists are also experimenting with systemic insecticides that spread through the sap system of plants and trees. Radioactive tracers enable the scientists to follow these chemicals as they travel through the plant.

As they study new chemicals and their mode of action in killing insects, the researchers are gradually developing a "finger-print" file which may eventually enable them to predict the probable effectiveness of a compound against certain types of insects. If and when this becomes possible, the development of more effective insecticides will be greatly accelerated. A similar file is being built up on fungicides by the department of plant pathology.

Because nematodes attack so many crops, a new department has been established at Riverside to learn more about these widespread pests and to develop methods of controlling them. A specially designed greenhouse was recently completed to provide facilities for this work.

Natural Enemies of Insects

The Riverside campus also has one of the continent's few insectaries, in which imported natural enemies of insect pests are propagated and studied for possible use under local conditions. At the present time, thousands of tiny parasites imported from the Near East are being produced for release in alfalfa fields threatened by the spotted alfalfa aphid. This biological control of insects also involves the use of bacteria, fungi and virus diseases that attack only the crop pest.

Since water is a critical commodity in southern California, the station is continually seeking more effective use of water in irrigation. A promising development involves the use of tensiometers. This instrument has a vacuum gauge on the end of a porous ceramic tube, which is inserted in the soil near plant roots. When the soil dries sufficiently to draw water from the tube, the condition is indicated on the dial. Experience shows the point at which irrigation is needed.

The use of plant growth regulators, both as weed killers and growth stimulators, is being studied at Riverside. Experiments have shown that 2,4-D sprays will not only increase the size of citrus fruit, but will also keep fruit on the tree until optimum picking times.

To determine the amounts and interrelation of various nutrients re-

Lawn Beauty SPREADERS

Acclaimed by Dealers
Throughout the Country



Patented. Other patents pending and applied for.

Here's What They Say —

"It is a great pleasure to get hold of a piece of equipment which will do all that is claimed for it, one built up to a standard rather than down to a price. We have sold a number of them already and when a customer takes one from the store we know we have made a friend. One of these fine machines in a neighborhood excites

the envy of everyone who sees it in use.

"What a pleasure it is to be able to hand a customer a chart with exact settings for his immediate use without having to take a half hour or more to find out just how to set the machine. Believe me, we are very enthusiastic about this tool because it is easy to sell."

Here's Why They Say It —

- **THE ONLY SPREADER** that will spread uniformly, and at the rate recommended, chemical and organic fertilizers, lime, top-dressing, bone meal, seed mixtures, etc. Lawn Beauty accuracy has been proven by tests.
- **PATENTED CONTROL HANDLE** assures instant shutoff control at end of row. Starts just as quickly.
- **PATENTED RATE CONTROL DIAL** is easily accessible and can be set for the exact rate of application.
- **PATENTED CAM AGITATOR** automatically

levels and force-feeds fertilizer and seed through scientifically designed ports.

- **PATENTED SHUTTER** can be removed quickly and easily by twist-of-the-wrist principle. Makes cleaning easy and fast.
- **APPLICATION GUIDE**, furnished with each spreader, lists 73 brand-name fertilizers, 13 nonbrand materials and fertilizers, plus seed mixtures that have been factory-calibrated with Lawn Beauty and can be spread exactly as recommended by the manufacturer.

**The Lawn Beauty Line
Built to a Standard of
Performance Never
Before Achieved**

Now available in 5 sizes—16, 18, 24 and 36-in. Standard and 36-in. Professional.

SCHNEIDER METAL MFG. CO.
1801 S. 55th Ave., Dept. 76, CHICAGO 50, ILL.
Please send more information about LAWN BEAUTY Spreader

Name
Address
City..... Zone.... State.....
My Jobber

"FORWARD WITH FAFARD"

Buy ALL Your Soil Conditioners
from ONE Dependable Source



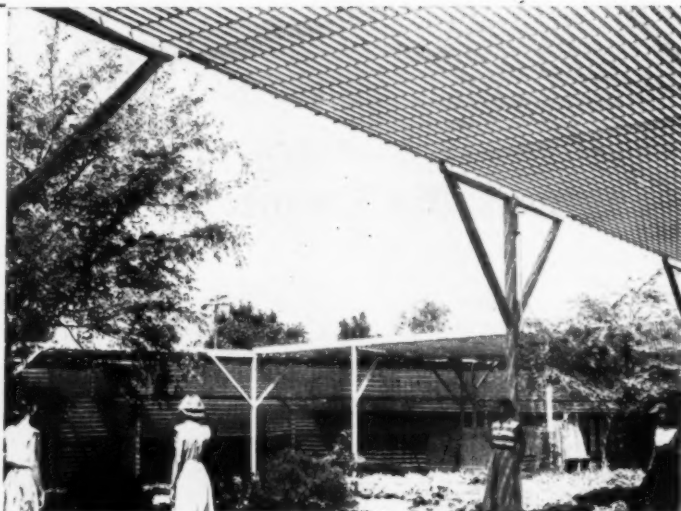
PEAT-MOSS — Pure Sphagnum
Canadian • German

Available in 8 Popular Sizes
1-Peck Bags to 20-Bu. Bales

PEAT-HUMUS for Lawns, Gardens, etc. in
Moisture-proof Bags and Bulk

DEALER HELPS—Sales Literature, Signs, etc.
Write, wire, 'phone—we're at your service

CONRAD FAFARD, Inc., P.O. Box 774, Springfield, Mass.
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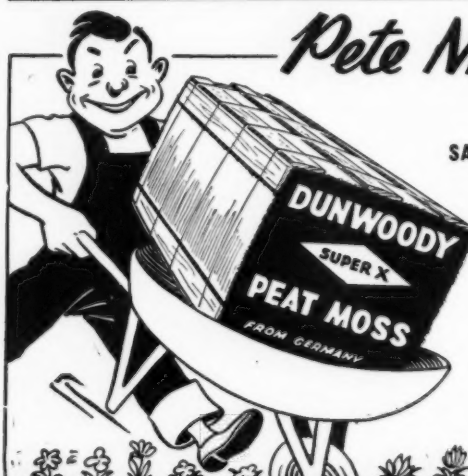


**UNIFORM SHADE YOU REQUIRE ASSURED
with ALUMALATH—all aluminum**

For Ten Feet or Ten Acres

HARRY H. REYNOLDS

2561 Valencia St., SANTA ANA, CALIF.



Pete Moss

**SAYS TO ALWAYS CONTACT
DUNWOODY WHEN YOU
NEED PEAT MOSS. WE
HAVE BEEN SERVING
THE TRADE WITH
QUALITY PROD-
UCTS FOR OVER
100 YEARS**

EZL. DUNWOODY CO. 1909 MARKET STREET
ESTABLISHED 1844 PHILADELPHIA 3, PA.

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

CHARLES ADAIR CO.

1225 Cottage Grove Ave. CHICAGO HEIGHTS, ILL.

ANNOUNCING A NEW 33-IN. TREE DIGGER

Designed to match the new hi-clearance—all-purpose tractors and the down-pressure loaders. It functions so smoothly we can dig evergreens without shattering dirt around roots. Digs 4-in. maples without spinning rear wheels or bouncing front wheels.

Our one-man, underslung root pruner does the job the way you always wanted it done.

quired by citrus and avocados, the station maintains long-range water culture experiments in which trees are grown outdoors in large containers to permit accurate evaluation of nutritional elements. Translocation of nutrients is checked by modern leaf analysis equipment such as the spectrophotometer, spectograph and electronic devices.

The citrus experiment station shares the 1,000-acre Riverside campus with the new college of letters and science and a recently established regional headquarters of the university's agricultural extension service. About 500 acres is available on the campus for agricultural experiments, and hundreds of field test plots are conducted in cooperation with growers throughout southern California. The station is attempting objectively to meet the needs of the state's No. 1 industry—agriculture.

PITTSBURGH FIRM IN NEWS

The South Hills Nurseries, Pittsburgh, Pa., were the subject of an article in the Mount Lebanon, Pa., News, May 24. The story described the growth of the nurseries from their start in 1936 by Dominic Palumbo, who intended to use the original 5-acre plot of ground to grow nursery stock for his landscaping business, which he started in 1914.

The nursery has since grown to include nine and a half acres, producing stock which the Palumbo brothers, who now manage the business, use in their landscaping projects and sell retail. Dominic Palumbo, Jr., directs the landscaping department. Richard Palumbo is in charge of the sales lot and the company's three greenhouses. A complete line of nursery stock, lawn furniture and gardening tools is offered by the firm, which employs 35 workers regularly and more during busy periods.

OTTO GARDNER has established Gardner's Nursery, for retail trade, at 1443 Woodland road, Rydal, Pa.

PAUL R. BURKHOLDER, chairman, department of bacteriology, University of Georgia, Athens, discoverer of the antibiotic, chloromycetin, will join the staff of Brooklyn Botanic Garden in July.

CHARLES F. VOKAL recently sold the Charles F. Vokal Wayside Gardens & Nursery, at Devine, Tex., and has returned to a position he formerly held for many years at the King-Bruwaert House Nursery, Hinsdale, Ill.

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YUM

Discover how THILCO
nursery wraps save
one user more than

\$22,000-

in Postage Alone!

"Personalized"

Thilco POLY-COATED nursery wrap
saves big money for ARAB NURSERIES
and gives them all these advantages:

- ✓ Better plant protection during shipment.
- ✓ Less investment in packaging materials.
- ✓ Minimum product damage claims.
- ✓ Fewer customer complaints.
- ✓ Effective identification and advertising.

Read why THILCO
nursery wraps are good
news to ARAB

ARAB NURSERY COMPANY

"THE SOUTH'S FINEST"

ARAB, ALABAMA

April 11, 1956

Graham Paper Company
Birmingham, Alabama

Dear Sirs:

We have been in the Nursery business for twenty years
and have built one of the largest mail order nurseries
in the State.

As with all business, our labor and general expense has
gone up and up. In trying to cut expenses we have installed
the latest machine equipment in our offices, nurseries and
packing plants. In spite of this, shipping costs were still
high until we learned about Thilco Poly-Coated nursery wrap
from your representative.

Samples were furnished and after testing protectiveness and
comparing shipping costs with our regular methods we placed
a large order for Thilco Machine Creped Poly-Coated Kraft.
We use it to wrap the complete order and this year we have
saved \$22,456.70 in postage alone.

Also, we have had the least number of customer complaints--
in fact, many letters stated that plants arrived in the
best condition ever--from us or any other nursery.

So you see, we will be placing more orders with you soon
again--and even larger ones than last year.

Yours very truly,

Charles H. Hill
Charles H. Hill, President



Write for FREE
Sample Kit of
Thilco Nursery Wraps

NURSERY WRAPS OF EVERY TYPE

- POLYETHYLENE COATED KRAFTS
- WAXED AND WAX TREATED KRAFTS
- ASPHALT LAMINATED KRAFTS
- DUPLEX COMBINATION WRAPS
- STRONG, FLEXIBLE CREPE COMBINATIONS
- BAGS IN VENTILATED, PUNCHED OR TIN-TIED STYLES
- PRINT DECORATED PAPER AND BAGS FOR IDENTIFICATION, ADVERTISING OR INSTRUCTION
- CUSTOM GRADES FOR EVERY REQUIREMENT

It's true . . . Nurseries everywhere are reporting tremendous savings effected with Thilco Nursery Wraps -- both in postage dollars and plant protection results.

By using Thilco POLY-COATED wraps, ARAB OF ALABAMA has greatly reduced any need for sphagnum moss, wood shavings, peat moss and costly paper overwraps for packaging. Resultant savings have reduced average individual mailing costs by approximately 34¢--with actual yearly savings of \$22,456.70 in postage alone! In addition, shipments have arrived in better condition with fewer complaints and losses than by any previous packaging method used.

Your possibilities of big money savings should be investigated at once! Contact your nearest Thilco Nursery Wrap distributor listed in the advertisement opposite. Ask him too, about Print-Decorating for effective name identification and advertising which is available for just a few cents more than plain protective wrappers.



THILCO

Functional Papers

THILMANY PULP & PAPER COMPANY
KADUNA, WISCONSIN

NEW YORK • CHICAGO • DETROIT • CINCINNATI

profit from the fast-growing market
for the **NO-SEE** line!

NO-SEE GRASS BARRIER

4 inches deep



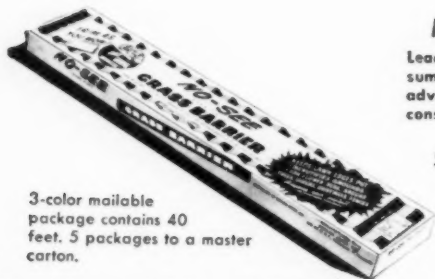
**STOPS GRASS
HERE!**

Sells spring, summer and fall!
Repeats and repeats . . . because the average customer buys 8 packages

Edges lawns permanently. Eliminates grass trimming. Cuts lawn work in half. Stops all kinds of grasses from spreading into cultivated areas. Used around trees, shrubs, flower beds; along fences, hedges and driveways. Gives lawns that well-cared-for look.

No-See Grass Barrier is made of corrugated, galvanized steel that lasts a lifetime. Easy-to-handle sections two feet long by four inches deep lock together to make any length. Bends easily around corners or at right angle.

Advertised retail—40-ft. package \$4.98



3-color mailable package contains 40 feet. 5 packages to a master carton.

NATIONALLY ADVERTISED

Leading national home and garden consumer publications will carry large 2-color advertisements all season, guaranteeing consumer demand for NO-SEE products.

Stocked by leading hardware and garden supply jobbers.
Liberal discounts.

NO-SEE ROOT FENCE

12 inches deep



Eliminates a problem common to millions of home owners!

Bars shrub, hedge and vine roots from robbing flower beds of moisture and plant food. Impenetrable steel barrier 12 inches deep allows flowers to flourish close to shrub backgrounds. Makes the difference between straggly, puny flowers and well-nourished, prize-winning blooms!

NO-SEE Root Fence is made of special hot-dipped, galvanized steel, corrugated to permit expansion and contraction as the soil freezes and thaws. Lasts a lifetime. Easy-to-handle sections two feet long by 12 inches deep lock together with special twist clips to make length needed.

Advertised retail box of 25 two-foot sections (50 ft.) \$19.95
(Individual section . . . 89c)



SELF-SERVE DISPLAY

Remove top wood member from box and it makes self-serve display. Brilliant 4-color panel tells sales story.

KEELOR STEEL, INC. 905 NINTH ST. S. E., MINNEAPOLIS 14, MINN.

STAN SAYS

Cercis canadensis

Too few *Cercis canadensis*, redbud, an excellent spring-flowering tree, are planted, I should say, in the Pittsburgh district. In the limestone soil about Columbus, O., one not only sees these trees in their native woodlands, but in city plantings. I saw them (May 6, 1956) used effectively against the walls of the Columbus Art Gallery. The large, informal growth was attractive against the high masonry walls, and the same was true at the Archeological Museum at Ohio State University.

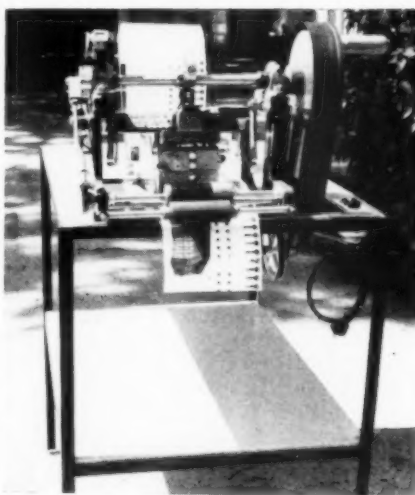
At Pittsburgh, in the east end, the redbud thrives within a stone's throw of the Pennsylvania railroad's main-line tracks. A client of mine, whose former home was in Oklahoma, did not share my enthusiasm for the redbud. This does not change my respect for a beautiful flowering tree. May 1, 1956, I saw redbud, *Prunus Amanogawa* and Japanese double-flowering peach in bloom in a small garden, and they made an attractive picture. (These dates are late, since 1956 has had a late spring). Redbud moves B&B in fall or spring. With *Prunus Amanogawa* as a seasonal guidepost, 1956 is approximately 16 days later, seasonally, than 1955, as *Prunus Amanogawa* was fine April 14, 1955.

Magnolia Stellata Rosea

Magnolia stellata rosea was still blooming April 25, 1956. It had been in bloom almost a month, due to the cool weather. My wife used its flowers in decorating tables in a church, and the blooms lasted for a couple of days. I have found that if the plant is dug too early in the spring, one has too many losses.

False Cypress

An unusual evergreen of a commonplace family is *Chamaecyparis plumosa squarrosa*, moss sawara false cypress. This bluish-green evergreen has a misty, fleecy appearance after a heavy dew or rain. I had almost forgotten it until a customer showed me a specimen on her grounds near the garage turn. I certainly would not place it on a wind-swept hill, but on the contrary would give it a fairly protected spot in the sun. It should be clipped once a year and should not be permitted to grow over 7 to 8 feet high; it makes a dense, broad dome.



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Japanese Hollies in Indiana

By H. J. Schnitzius and M. J. Bareither

This is not a technical discussion of Japanese hollies. It is not complete in any way and has been prepared to bring this interesting group of plants to the attention of those who are not using them at present. Included are plants of eight different varieties, and since their general use has only come about in the past 10 years, we are discussing them only within the framework of this time—and in central Indiana soils and climates only.

We have not yet been able to grow these hollies from small liners, since periodical sub-zero winters with no snow have killed small plants in the field. We can, however, take plants from the 15 to 18-inch sizes up and have them survive well in landscape plantings. Since this same condition is true of *Magnolia grandiflora*, *Viburnum rhytidophyllum* and *Ilex opaca*, to mention a few similar problem plants, we have arrived at the conclusion that these plants are hardy insofar as their roots are protected from deep freezing. Deeply frozen roots and no snow, coupled with cold drying winds from the south and west, contribute to a drying-out process on the tops which few of the broad-leaved evergreens will stand.

We might mention that there are exceptions in the lighter soil areas and in the areas about the lakes where air-moisture conditions are better.

Summer Difficulties, Too

The hot summer droughts produce essentially the same conditions on the leaves, with the same general effect, not enough moisture in the leaves to offset the evaporation. In such cases, extra water is a necessity to a thrifty plant.

In our landscape plantings we use peat or natural humus, one half to two thirds in bulk, well mixed with the rest of the planting soil and well fertilized. This produces a little better soil and food condition for the plant in the problem times noted.

A few words should be said about the design value and adaptability of this group. The plants grow slowly; they give relief from the more con-

ventional forms of evergreens; they do well in partial or full shade, and they are not too demanding on soils in their proximity. This latter characteristic makes them useful as garden hedges or accent plants in flower gardens. Generally, they stand city conditions much better than the usual evergreen. They stay in scale in design and make good transition-type plants. They have no objectionable seasonal transitions and, if thriving at all, present an interesting appearance all season long. They are varied in form and can be used as feature plants, ground covers, hedges, formal groupings or fillers in architectural planter boxes. A final value is that they are a little less expensive than many of the plants they would replace.

Crenata Varieties

We believe that all the varieties we have here are from the crenata group.

Upright crenata. This is a selected

form for upright use. It is a vigorous grower, a good accent plant. Do not know ultimate height here, probably some eight to 10 feet in our locality.

Rotundifolia. One of the best all-around hollies here. Ultimate height here about four feet. Grows slowly in this area. Good hedge plant. Dark green color.

Convexa bullata. Beautiful convex-leaved form. Most popular plant with the public. Lighter green than rotundifolia. Late summer growth sometimes becomes chlorotic; responds to extra fertilization and water. Sometimes used in place of boxwood, as far as size and growth rate are concerned.

Crenata hetzi. Selected form of crenata convexa bullata, larger brighter green leaf, faster grower. Not too old in the trade, so full habits are not known here.

Heller. A small gem of a plant; very small leaves. Grows about one foot high, sometimes 30 inches across,

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Notes prepared for discussion at a meeting of the Indiana Association of Nurserymen, at Purdue University, Lafayette, Ind., by H. J. Schnitzius and M. J. Bareither, New Augusta Nursery, New Augusta, Ind.

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like a small plump pillow. Does fairly well in planter boxes, but must have water.

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Mycrophylla. Tendency to pyramidal form. Sharply pointed leaves, good green. Clips well and fills in quickly. Good semiupright or broad pyramid; vigorous appearance. Grows to four to five feet here.

Crenata spreader. Flat grower, lighter green leaf. Takes a season or two to come into its better form after transplanting. A very effective border plant. Possibly 18 inches in height and up to 6-foot spread. Very hardy.

There are several other common varieties in the trade, but we have not been able to get plants in quantity or size so that we could have a chance to observe them. The so-called Bennet group has several interesting varieties. Green River, Green Cushion and willow-leaved are some of the other better known varieties.

As we have mentioned, this is only

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a discussion of experience and goes back only about 10 years. There is much more work to be done. More varieties are crying to be introduced; more information is needed as to cultural and design possibilities in this area. In time, we feel that this will be one of our most interesting and beautiful species.

TEXAS SHORT COURSE

[Continued from page 21]

sibilities mentioned were Croonenburg, Howard, Cardinal, Tabor No. 3 and Red Velvet.

The Howard holly is not too spiny, has good fruit and shears well and like East Palatka, which may not, however, be a true opaca variety, is thought to set fruit without cross-pollination. Cardinal is notable mainly for its fruit. Red Velvet is a yellow-fruited form with a leaf similar to that of Burford holly. Tabor No. 3 has but few spines on the leaves and holds its fruit in firm condition until spring.

Among deciduous southern hollies, *Ilex decidua*, possum haw holly, holds its fruit well into the spring season, and conversely *Ilex verticillata* sheds its berries early. In the *Ilex cassine* group, Dr. Galle recommended variety *angustifolia*, a smaller narrow-leaved variety; Baldwin; myrtifolia, and lowi, a yellow-fruited type. In the four Foster hybrids of *I. cassine*, Foster No. 2 is rated best and No. 3 second best, both female berrying types. They are fast-growing types, bear fruit in good clusters, are good foundation plants and take shearing well.

The speaker mentioned the unlimited possibilities of developing desirable landscape strains of yaupon holly of the south, *Ilex vomitoria*. He commended Oscar S. Gray, Sr., of O. S. Gray Nursery, Arlington, Tex., who has done considerable selection work in the yaupon hollies. Pride of Houston holly is a yaupon variety widely grown in the south. Several dwarf varieties not commonly known to be fruiting are now in common use as semidwarf plants. Several nurserymen reported a so-called Texas variety, called Stokes, that had fruited for them.

Dwarf Hollies

In the dwarf and semidwarf Japanese black-fruited hollies of *I. crenata* origin, varieties *convexa*, *Hetz*, *Heller* and *buxifolia* were named as having considerable possibilities and an extended hardiness range. *Buxifolia* is a large-leaved variety, and *Heller* is of dwarf habit, the original

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plant in North Carolina being now 25 years old and about three feet in height and five feet across.

Some desirable varieties of Chinese holly, *Ilex cornuta*, are now coming on the market, according to Mr. Galle. *Ilex cornuta* and its almost spineless leaf form, *burfordi*, are known to set fruit without cross-pollination. *Ilex cornuta rotunda* is a dwarf form now in use. A semidwarf form quite similar also has been released. The speaker cautioned against planting Burford holly plants too close together in landscaping and showed a picture of the original Burford plant in Atlanta, Ga., which is a huge specimen about 60 years old. A yellow-fruited horn holly called D'Or is being released this fall to the trade.

Nurserymen were cautioned against using root divisions of Burford holly because Burford will usually revert to *Ilex cornuta* type. Variety Kimera as well as several other species of holly was discussed, including hybrids of English holly, *Ilex aquifolium*. The English hollies so far have not been successfully grown in most parts of the south.

Dr. Galle again appeared as the featured speaker at the evening session, showing slides and lecturing on the maintenance and plant propagation program of the Ida Cason Gardens, the 2,500-acre recreational and plant demonstration garden fast becoming the playground for the nature-loving population of Atlanta.

About 20,000 plants per year are being installed in the garden, mostly along trails named for groups of plants. The groups being specialized in are mainly hollies, magnolias, flowering crabs, dogwoods, azaleas and rhododendrons.

Soil Management

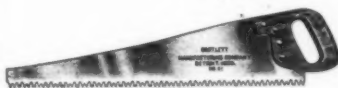
Continuing the afternoon program of the first day of the short course, Ralph Gunn introduced Dr. J. B. Page, of the department of agronomy, who spoke on "Soils." In a general treatise on soils and their management, he brought out factors pertaining to irrigation practices on nursery soils and use of humus materials and cover crops in growing nursery plants.

Dr. Page stated that often a plant shows wilt on a hot afternoon because of lack of oxygen in the soil rather than inadequate water. A temporary relief may be had by applying overhead irrigation which will reduce the temperature within the plant and supply needed oxygen throughout the foliage.

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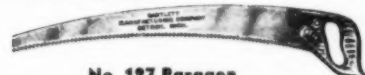
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evolving because of the benefits of lowered temperature and increased oxygen intake of the plant. It is possible that much less water in daytime watering is lost through evaporation than has been commonly believed, and certainly a soil with high temperatures prevailing needs more oxygen to support plants than a cooler soil would need. Porosity of the soil and adequate moisture and organic matter are all important, and less frequent watering tends to result in less compaction of the soil. Soil should not be worked or cultivated when too wet, as this increases compaction.

Soil-Building Methods

Enough humus and organic matter will benefit soils, but a small amount will have little beneficial effect. Natural soil-building cover crops and legumes are the most effective methods, applied through crop rotation. Heavy applications of peat moss may be made to landscaped flower beds and shrub plantings to create desirable soil conditions for planting and maintenance of ornamental plants. If sand is added to the soil, a small amount will do little good or might even cause more compaction. If sand is added at rates of one third to one half the volume of the heavy existing soil it will be beneficial for a time.

Jim B. Fitzpatrick, Texas Nursery Co., Sherman, was next introduced, and he gave an excellent talk from the standpoint of the large grower of nursery stock. His talk was entitled "Recent Changes in Field-grown Nursery Stock."

In considering changes in growing of nursery stock, Mr. Fitzpatrick stated it is well to go into the changes in the industry as a whole. The major change in the industry, which occurred both in production and selling, roughly covered a period of 20 years after World War I. Up to this time, most nursery production went into fruits sold by agents for fall and spring delivery. With the movement of the population from rural to urban living and the advent of commercial canning, improved food preservation and transportation and chain stores, now known as supermarkets, the home orchard all but disappeared.

Changes in the American way of life led to increased interest and demand for home landscaping. Homeowners even began to pay for landscape designs for small properties, and nursery products then became part of a way of life and no longer a luxury, so that now the landscaping

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The next most important change in the nursery industry, Mr. Fitzpatrick said, has been that of specialization in growing and marketing and with it production of more uniform high-quality plants, with a tendency of each firm toward specialization in one type of growing or selling and service. With this came the need of setting up cost-accounting systems for nursery operations, which has occupied nurserymen's attention for the past several years.

With rising costs of operation since World War II, nurserymen were faced with less spread between production and selling costs. Greater efficiency in operation, improvements and mechanization became necessary. Because of the diversity of the operations, each firm had to work out its own methods and create its own specialized tools and equipment. Storage and transportation facilities had to be improved, and science and engineering became a vital part of the industry.

The balling machine is now a reality. Container stock recently entered the picture and is becoming the dominant means of marketing broad-leaved evergreen plants in the south

and is definitely useful to the northern nursery to extend the season for sales and landscaping operations. In summary, Mr. Fitzpatrick stated that he feels great progress has been made by the industry in the past 10 years and the future is exceedingly bright.

Container-Grown Stock

Cameron Verhalen, Verhalen Nursery Co., Scottsville, which is one of the larger container-growing firms in the country and largest in the south, spoke on "Growing Nursery Stock in Containers." This is a highly specialized and mechanized operation, and incidentally one which lends itself to good cost-accounting practices.

In discussing suitable soil for canning, Mr. Verhalen mentioned that the soil mixture used by Verhalen Co at present contains about 25 per cent old sawdust or lignite waste, the latter possessing some fertilizer value. This material is added to field areas of coarse sandy loam and is properly fertilized. The whole is then mixed by heavy machinery and windrowed in the field, then trucked to the canning shed and pulverized in a huge soil shredder. Peat moss is added for certain plants.

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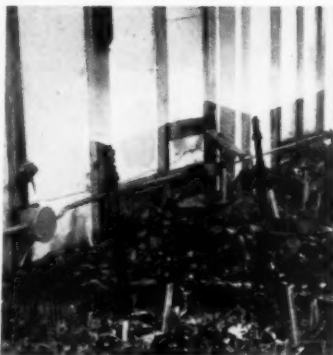
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of which most are women. They can up to 10,000 plants in a 10-hour day, and also transport the plants to a permanent holding area. Watering is done by overhead sprinklers but other means of supplementary watering are being tried. Fertilizing at present is being done by hand, but new long-residual fertilizers like Uramite 38 per cent urea types are being tested. It was pointed out that it takes at least six weeks after application of this material before any results become apparent. Weeding is done by geese, which do an excellent job, said Mr. Verhalen, and the only plants they have bothered to date are purple-leaved honeysuckle and pyracantha when in fruit. Containers in the hold yard are mulched with sawdust to conserve moisture and retard weed growth. At present, the Verhalen firm grows plants in 1-gallon, so-called 5-gallon and 8-gallon containers. As the demand for larger landscape specimens is becoming so great, the firm plans to use a 50-gallon lard can to produce the large type of stock. Much-needed research is constantly conducted on new plant introductions for the region.

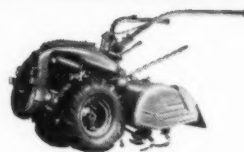
Turf Grasses

On the second day of the short course, Frank Cornelius, Cornelius Nursery, Houston, was moderator for the program. Dr. E. C. Holt, department of agronomy and in charge of the A. and M. grass and turf plots, opened the program with a talk on "Promising Turf Grasses," specifically grasses for Texas, their advantages and limitations. St. Augustine and Bermuda are still the predominant grasses useful for year-long lawns in Texas. Dr. Holt stated that no improved varieties of St. Augustine have yet proved adaptable in Texas. Some strains of Bermuda are coming into use for special purposes and for certain localities, including the Tiflawn U-3, T-47 and Sunturf, the latter being actually a different variety than the common Bermuda.

The newer Zoysia matrella and its varieties are not yet widely used. Meyer zoysia being the latest to be added to the list. They are too slow to establish themselves and still too costly for the average homeowner. The ground cover Dichondra repens, extensively used in California, is not adapted to Texas. It freezes out in winter, will not stand southern high temperatures and will not bear traffic. The coastal Bermuda, although considered a pasture grass, will stand some mowing and can be recommended as a turf or ground cover on steep banks, but not for a lawn.

Brown patch turf fungus is still a

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serious menace in the south, according to Dr. Holt. Excessive watering and use of organic fertilizer, including barnyard manures, in the early fall increases its chance of occurrence. Lawn chinch bug is prevalent in some areas but is easily controlled with power sprayer treatment of insecticides such as chlordane, dieldrin and toxophene. Rhodes grass scale is difficult to control, but heavy fertilization and good turf management help keep this pest down. Also, the use of a verticut mower when mowing the grass is helpful.

Fruit Varieties

Prof. Fred Brison, horticulture department, spoke on "New and Promising Fruit Varieties." Professor Brison prefaced his talk by stating that there are three factors important in fruit production, good soil, good varieties and good management. Among new fruit varieties for the area, three were named most outstanding. A new polyhybrid blackberry, test No. 90, has an extremely large, tasty berry, grows as an easily propagated, semiupright bush and will be a good freezing berry and hold up well when transported for long distances. It will extend the berry season of the south by two weeks because it bears later than the Lawton blackberry and the hybrid Ness-berries.

Barton, a cross of Success and Moore, is the most promising of pecans of recent date and is now being introduced into the trade. Budwood is available to commercial pecan growers. The variety has been under test at the U. S. D. A. pecan station at Brownwood for 10 years. Professor Brison said that pecan introductions are slow and a variety should be tested for 25 years to be sure of its merits.

Ranger peach is a selected new peach variety for Texas and is being introduced into other sections of the south as well. It is frost resistant and is a freestone red blush peach, coming into the market about three weeks ahead of Elberta. It has been released for commercial production.

Apples appear to be on the upgrade again in north and east Texas, with considerable demand from homeowners for apple trees. Commercially, Texas apples cannot compete with the Gravenstein market in California and are not of significance in this respect.

Insect Pest Panels

Two discussion panels were presented after Professor Brison's talk. The first panel on "Control of Insect Pests on Nursery Plants" was direct-

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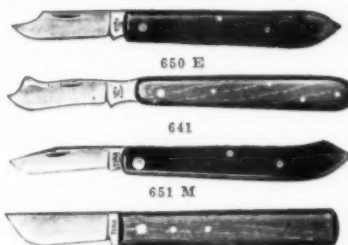
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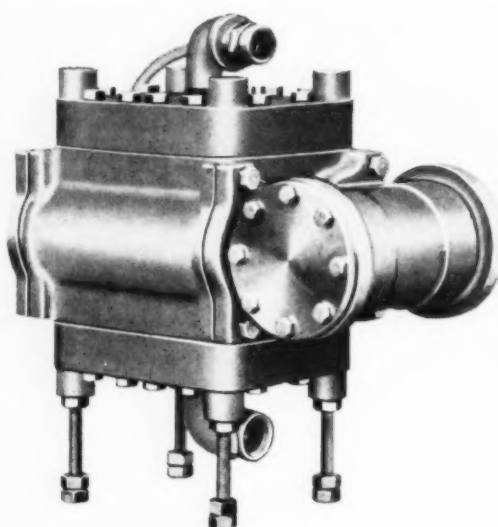
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ed by Dr. Dial Martin, A. and M. entomologist, assisted by three others from the entomology department, Don R. King, R. H. Hanna and Conrad Garner. Each gave a short talk on his special field of insect control, and questions from nurserymen were answered. The question of systemics came up for considerable discussion, but the nurserymen were cautioned against use of these materials until further testing and complete approval clearance can be given.

Panel on Disease Pests

Dr. G. W. Watkins, of the department of plant physiology and pathology, moderated the second panel on "Control of Disease Pests on Nursery Plants," ably assisted by Harlan Smith, Don C. Norton and D. W. Rosberg, of the department. Discussion of nematodes consumed a considerable portion of the time, and the use of some promising nematocides such as VC-13 and Nemagon were discussed. Dr. Watkins then outlined the procedure to follow in submitting plant disease specimens to the newly organized plant disease diagnostic laboratory of the A. and M. college. Nurserymen were urged to cooperate in the program. Dr. Norton also explained how to send in

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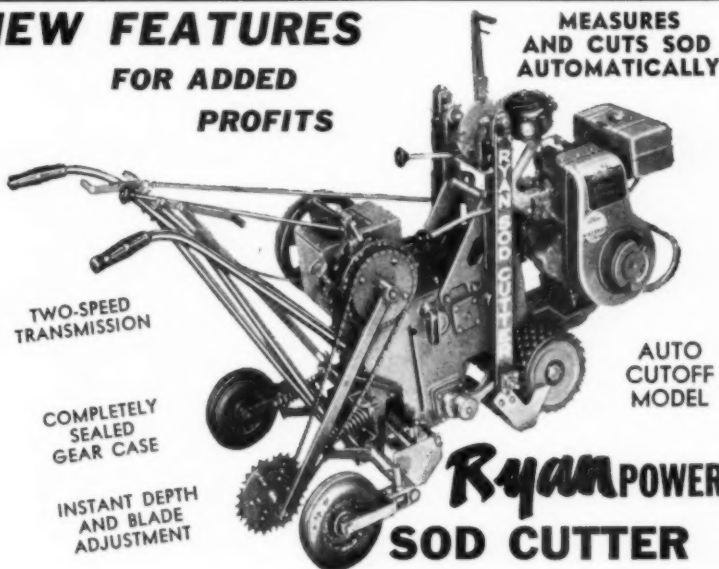
samples of roots and adjacent soil on plants suspected of nematode damage.

The final speaker of the morning was Dr. Harold B. Sorenson, department of agricultural economics and sociology, who reported on a mass market merchandising experiment conducted this past winter jointly with the department of floriculture and landscape architecture. The study was of marketing container-grown plants in selected supermarkets and of customer preferences and reactions. Conclusions were that a demand could be created for these products with proper sales appeal and good marketing techniques for top-quality plants, the market potential exists in a small community just as well as in a large city and this may be a much overlooked market for the small nursery grower.

C. J. (Jim) Lauden, Consolidated Nurseries, Inc., Tyler, was chairman at the afternoon session. H. D. Thompson, an expert in sales management in the college department of business administration, delivered a stimulating and thought-provoking address on marketing nursery products. He said that nurserymen are now doing a good job of producing a product, but a poor job of selling it. Since nurserymen sell a luxury

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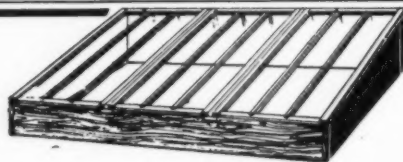
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product, compared to the basic necessities of food, clothing and shelter, they have to sell harder for the competitive dollar. It is essential to let the buying public know what nurserymen have to sell. The first and most important thing is to get the customer into the salesyard or landscaping office, said Mr. Thompson.

The three main ways of doing this are by advertising, publicity and personal contact or solicitation. This is the age of impulse buying and the golden age of merchandising, and the ability to produce is limited only by the ability to sell, the speaker said. Mr. Thompson suggested countless ways of bringing customers into salesyards and how to handle them and sell to them when they are there, ways to close the sale and different types of unusual advertising techniques.

Production Costs

Prof. A. F. DeWerth, head of the department of floriculture and landscape design, gave some enlightening facts in a talk, "Production Costs of Nursery Stock." In his introductory remarks, Professor DeWerth stated that nurserymen are not just selling plants, but are selling pleasure and beauty for the home gardener, things that make for better living and increased property value for the home. Prices for nursery stock could be increased considerably, and people would buy almost as much. Nurserymen compete mostly with each other, rather than against other market items. In recent years, production costs have risen from 25 to 100 per cent on most nursery items while selling prices have increased only 10 to 20 per cent. Nursery stock prices are all about the same, at least regionally, and yet production costs must vary from one nursery to another.

Need for System

Professor DeWerth stated that if the industry is to survive in a competitive business world each nurseryman must set his own markup for the profit he thinks he should make, but to do this he must know his production costs and marketing costs and have some type of cost-finding and cost-accounting system.

Cost accounting involves three essential items, materials, labor and overhead, and cost finding serves two main purposes, that of prompt information on the progress of operations and complete control over all operations. The nursery operator should produce at the lowest possible cost and sell on the highest possible

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market, distribute overhead expenses equally over all items and keep an accurate record of all transactions.

In averaging costs on several nursery operations on a regional basis, Professor DeWerth found that the item of overhead involved 56 per cent of the cost of production. The cost of doing business added to the cost of the plant equals the total cost of production. From this, plus the margin of profit the owner believes that he should make, the selling price is determined for any particular plant or group of plants.

Benefits

Several evident benefits of a system of cost accounting were listed as greater efficiency of operation, improved employee morale, reduction of unnecessary payroll, decreased overhead costs, increased capital, provision of a basis for proper pricing of stock and an estimate before starting a production item.

Main items of overhead in a typical cost-accounting system are broken down into first, office and administrative overhead of salaries, expenses, delivery and sales; second, production overhead of indirect labor and nonproductive labor. In a typical system overhead might be further broken down into salaries, insurance, interest, taxes, equipment,



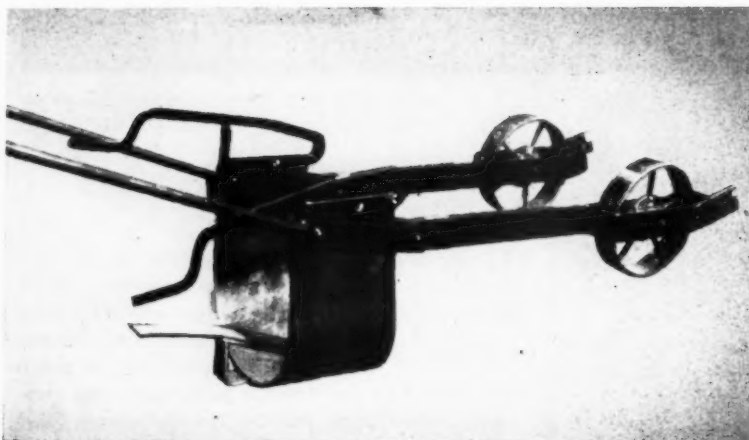
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sales, nursery production, repairs, stock destroyed, depreciation and interest on investment.

Cameron Verhalen, appearing for the second time on the roster of speakers, discussed the detailed cost accounting system of the Verhalen Nursery Co. operations, to bring out the points made by Professor De-Werth. The Verhalen firm can quickly determine the cost of producing any item or group of items of container-grown stock.

Packaging Nursery Stock

Ending the afternoon program was a talk by O. S. Gray, Sr., on "Packaging of Nursery Stock." Mr. Gray summarized the latest findings and techniques in processing and shipping as well as storage of nursery plants, including the system now coming into use of pre-packing of items for storage in polyethylene or poly-kraft bags or packages for shipment at the proper season. Samples of different polyethylene papers and cartons were displayed. This method of storage and shipping is still fairly new but is destined to become standard for nursery operations in the near future. Even though somewhat costly materials are used, in most cases the method will save on parcel post and freight rates because of the reduction of shipping weight. It also provides better storage and preservation of plants.

At 7:30 in the evening all the nurserymen gathered in the Memorial Student Center ballroom for a smorgasbord. Jim Lauden presided as master of ceremonies for a short program and introductions after dinner. The group then adjourned to the general meeting room to be entertained and enlightened by a series of slides by J. W. MacQueen.

Mr. MacQueen showed first a series of slides on plant materials used in the college campus landscaping program and trees and shrubs grown in the nursery trial grounds. Beautiful pictures of semitropical and tropical flowering trees and shrubs taken during Mr. MacQueen's 2-year residence in the West Indies were then shown. It was noted that a considerable number of these specimens are in use or are now being introduced into the landscaping plantings of the semitropical lower Rio Grande valley of Texas.

Hewitt E. Wilson, C. E. Wilson Nurseries, Jacksonville, was chairman of the final session, May 30. Prof. R. F. (Bob) White, professor of landscape architecture at Texas A. and M. College, discussed the theory of landscape design, illustrating the final part of his lecture with slides and showing an actually

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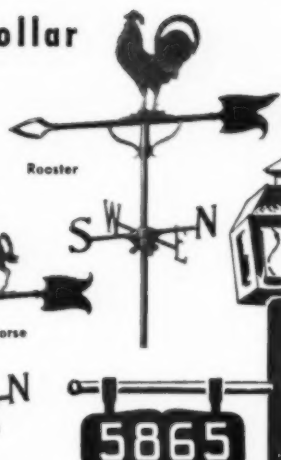


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executed landscape planting plan, which was awarded second place in the 1955 contest of the American Association of Landscape Architects. In his remarks, Professor White stressed that knowledge of plant materials is all-important to good use and design. The designer must be familiar with the plants being used and especially must know what time will do for them in size and form. Optimum conditions for growth of the plant must be created where it is to be used, including correct exposure, soils, humus materials and the like.

Professor White defined planting design as landscaping with plants in combination with other plants and with structures or other elements present in the landscape. Texture, color and form of each plant must be considered. One should create the design with the mature form of the plant in mind, and indicate the ultimate size of the plant on the plan. Many plant forms change with age, and this must be considered. Texture of plants ranges all the way from fine to coarse, and quality or feeling in the planting is created through texture.

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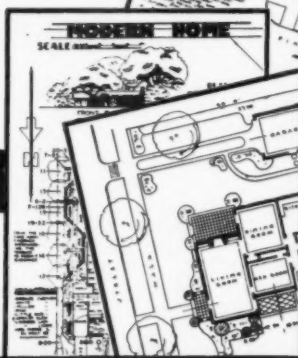
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and bark. Relation of one plant to another must be considered in color. Actually, planning color schemes in planting outdoors differs little from planning the color schemes used inside the house or in the clothes that one wears.

The element of maintenance must be considered in plantings, as it is tedious, time consuming and expensive. Proper supports, edgings, mulchings and watering facilities are the main considerations in maintenance. A plant that must be constantly sheared to keep it in bounds has no place in the planting, and in most cases a suitable dwarf or semi-dwarf plant that will maintain its natural form and beauty can be used instead.

Professor White's talk was followed by a discussion on landscape maintenance problems by Leland G. Marsters, Jr., landscape contractor, Windover Nursery, Houston. He used as his primary example the spaciouly landscaped grounds of the Prudential Life Insurance Co. building at Houston, which are maintained on a year-round contract by Mr. Marsters. This was one of the winners two years ago in the A. A. N. industrial landscaping contest.

Native Woody Plants

The final speaker on the short course program was R. A. Vines, director of the Houston Museum of Natural History. He showed black and white slides of line drawings of a group of native woody plants for the eastern part of Texas and a group for southwestern Texas to illustrate his talk entitled "Outstanding Native Woody Plants." He gave the characteristics and uses of these native plants for landscaping and conditions under which they proved adaptable.

The awarding of some 100 short course certificates, handed out by T. A. N. president, Durward Thompson, closed the session. The final event of the short course was a field trip, conducted under the direction of Professor Brison and Dr. Holt, to the turf grass plots and the college nursery and tree and shrub collections.

TEXAS LANDSCAPE MEETING

Texas Landscape Association, Inc., held a business meeting in connection with the annual short course for commercial nurserymen of Texas. George Fisher, Arp Roses, Inc., Tyler, secretary-treasurer, presided. The main items of business included acceptance by the members of re-

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visions of the association's constitution and bylaws and final plans for the landscape association's part of the program at the Texas Association of Nurserymen's convention at Houston, August 19 to 22.

Ralph Ellis Gunn, chairman of convention activities for landscape speakers and landscape tour of Houston gardens, announced that the principal landscape speaker of two who will appear on the program will be Walter T. Rolfe, of the architectural firm of Golman & Rolfe, Houston. Ray Breedlove, Breedlove Nurseries, Tyler, will be co-chairman of the landscape tour at the convention.

G. F.

TEXAS MEETING

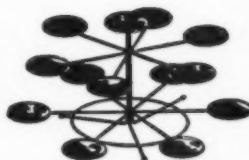
A meeting of the board of directors of the Texas Association of Nurserymen, presided over by President H. Durward Thompson, landscape architect, Corpus Christi, was held May 27. The main items of business were to select and hire a new executive secretary to fill the vacancy left by the resignation of William Collins, May 1, and to complete plans and a budget for the 1956 T. A. N. convention at Houston, August 19 through 22.

Mr. Collins, having been the ex-

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ecutive secretary of the T. A. N. for three years, has taken a position as executive director of the Texas state parks. The new secretary, who assumed his duties June 1 in the Austin headquarters of the association, is William R. Fullingim. Mr. Fullingim is qualified for the position by many years of experience in the business management field as well as by a degree in business administration from the University of Texas.

Assisting Mr. Fullingim is a full-

time secretary, Mrs. Betty Shelton, who has been employed in this capacity since February 1. Mrs. Shelton attended the short course, this being the first general meeting with the Texas nurserymen that she has attended. Shortly after June 1, the T. A. N. office moved into a new building, known as the Addition of the Commodore Perry hotel, Austin, where it occupies a suite on the first floor.

The Shamrock-Hilton hotel, Hous-



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ton, will be the scene of the T. A. N. convention. More booth space for commercial exhibits has been sold than at any previous convention, and the largest program book will be published. Advance registrations indicate the largest out-of-state attendance by commercial nurserymen that a T. A. N. convention has ever drawn.

The convention will be a family vacation affair, with emphasis on activities for family groups. Two professional counselors are being engaged for the younger children and the teen-age groups. Several outstanding guest speakers were announced, including Bill Grove, the first-day luncheon speaker; W. R. Harrison, editor of the Pacific Coast Nurseryman, and Travis Elliott, nationally known business management and personnel consultant. G. F.

HALT ALMOND DISEASES

Good eradicator for a trio of almond tree diseases have been turned up in experiments by plant pathologists of the University of California.

E. E. Wilson and J. M. Ogawa, in a report delivered before the American Phytopathological Society meeting at Atlanta, said they had had a good deal of success eradicating brown rot, coryneum blight and a scab disease with a variety of organic chemical sprays.

Brown rot, probably the most destructive fungus attacking California almonds, was effectively controlled with dormant season sprays of sodium pentachlorophenate, of dinitro-o-secondary amyl phenol and of a mixture of the two. In each case they applied these materials as water sprays—1.7 pounds of active chemical in 100 gallons of water.

On the average, 90 to 98 per cent of the conidia—the source of the disease inoculum that carries over from year to year in infected twigs—was eradicated by a single January treatment. Blossom infection on these treated trees was reduced 80 to 90 per cent.

Coryneum blight and scab, also fungus diseases, were best controlled with a dormant season spraying with N-phenylmercuriethylene diamine. Applied at a concentration of one-fourth pound of active chemical in 100 gallons of water, the treatment reduced the next season's fruit infection with blight by 90 per cent and with scab by 60 per cent.

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OBITUARY

Robert F. Greene

Robert F. Greene, vice-president of Meadow Brook Nurseries, Inc., Englewood, N. J., for the past 37 years, died at the Englewood hospital June 1. He was 64 years old, having been born at New York city October 15, 1891.

He was a graduate of Worcester academy and of Williams College and was a member of Theta Delta Chi. For three years he was president of the New Jersey Nurserymen's Association and was secretary-treasurer of the American Association of Landscape Contractors for the past two years, serving in this post to the time of his death. Mr. Greene was one of the first to form the idea of the Landscape Materials Information Service and served on its board of directors since its organization about three years ago.

Survivors include the widow, Grace H. Greene; a son, Robert F., Jr., and a daughter, Catherine Greene Marseille.

JOINT SOUTHERN MEETING

[Continued from page 22]

Roy Feree, South Carolina agriculture extension service, who gave a talk on "Fruit Trees for Fun." Fruit trees should not be recommended to customers unless they plan to take care of them. There are two types of fruits, one that needs good care and the other that needs minimum care. Apples, peaches, pears, etc., need too much care. Best with minimum care are Bronze Willard muscadine grapes, Brown Turkey figs, Blakemore and Tennessee Beauty strawberries and Stuart pecans. A pollinator should be used with the pecans.

Tuesday morning, a panel, consisting of George Newberry, landscape nurseryman of Atlanta and former turfman of the Augusta National Golf Association; Ray Jensen, turf agronomist, Southern Turf Nurseries, Lakeland, Ga.; Robert E. Marvin, nurseryman of Walterboro, S. C., and Charles Rowland, landscape nurseryman of Athens, Ga., with Dr. F. E. Johnstone, Jr., chairman, division of horticulture, moderator, participated in a lively discussion of lawn grasses. Many questions from the floor, as well as comments, kept the panel busy beyond its scheduled time.

Dr. Johnstone opened the discus-



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sion by outlining the types of grasses available in Georgia and South Carolina and classifying them into various groups. He also indicated what in his opinion the perfect lawn grass should be, in order to have a basis for comparison in a discussion of the individual grasses. Among the problems discussed in some detail were the merits of the various new Bermuda grasses and the zoysias, the reasons for browning and dying of centipede grass, the overseeding of zoysias with rye grass, the frequency of cutting of zoysia grasses, the problem of removing clippings, the rate of spread of the new Emerald zoysia and common Zoysia matrella, the origin and sources of the blue-stemmed strain of St. Augustine grass and the status of grass certification in the southeastern states.

Particular interest was manifested in the problem of the dying of centipede grass. Discussion brought out that this trouble can be prevented or corrected by spraying with soluble iron, such as the new chelated iron, but that the trouble is caused by too much nitrogen fertilization of the plantings.

Overseeding Zoysia

The question of overseeding zoysia with rye brought forth some evasive answers both from the panel and from the audience, but it appears that under certain conditions, successful overseeding of zoysia with Italian rye grass has been done. Apparently it is a matter of obtaining sufficient moisture for germination and root establishment of rye early in the fall. It was definitely brought out that although zoysia does not need to be cut so frequently as Bermuda and some other fast-growing grasses, homeowners and nurserymen have not been cutting zoysia as often as desirable. It was also pointed out that the failure to remove clippings is often responsible for matting of the turf, especially if clipping is infrequent. In regard to the blue stemmed strain of St. Augustine, it was pointed out that much of the criticism of this strain has been due to the fact that a true blue-stemmed strain has not been obtained.

Lester C. Helm, Fruitland Nurseries, Augusta, Ga., spoke on the the 100 years of operation of that firm and of how P. J. Berckmans left Belgium for religious and political reasons, then founded the nursery at Augusta on land across from the present location, now known as the Augusta National Golf Club. At first fruits were the main product, later ornamentals. Now, to keep up with the modern trend, a garden center is



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being built and will be opened this fall.

Delegates to the A. A. N. convention at Los Angeles will be Jay Otis Herring, for the Georgia group, and Steve Stephenson, Irmo, for the South Carolina group.

Each association met separately for its business session. Committee reports, election of officers, as given, and location of next year's meetings were taken up.

South Carolina will meet at Charleston, S. C., in 1957. The location of the Georgia meeting will be determined by the executive committee and announced later. Adjournment was at noon on Tuesday.

CONVENTION COMMITTEES

[Continued from page 19]

the Ontario junior chamber of commerce.

Mr. and Mrs. Stump have two teen-age children, Hugh David and Kathleen, who share their father's enthusiasm for swimming, horseback riding and fishing. Mr. Stump's specialty is duck hunting.

Holds Treasurer's Post

Serving as treasurer for the Los Angeles convention is Martin Usrey, vice-president and general manager of the Monrovia Nursery Co., Azusa, Calif. In the wholesale nursery business for many years, Mr. Usrey has been associated with the Monrovia organization since 1938.

He has a background in the A. A. N. that includes service on many committees. In addition, he has been president of the Los Angeles chapter of the California Association of Nurserymen, as well as a director in the latter group for a number of years. He heads the state insurance committee of the C. A. N.

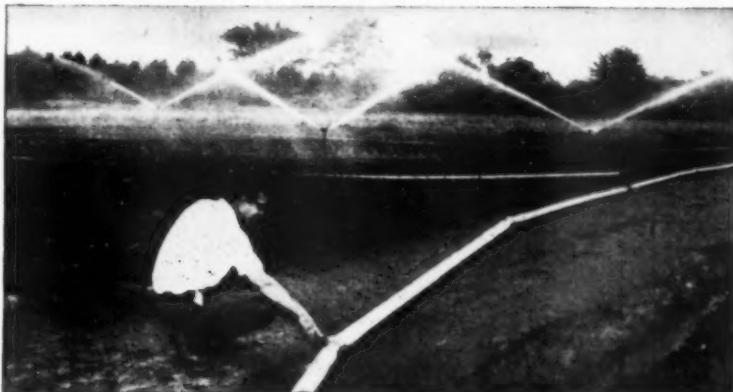
Mr. Usrey is a native Californian and resides with his family at Glendora, near Azusa. His wife, Opal, is serving on the juniors' committee for the convention. The Usreys have two children, Bruce, 17, and Joanne, 15.

In his home community, Mr. Usrey participates in the activities of both the Rotary Club and the chamber of commerce, serving on the industrial committee of the latter group. He has also been interested in scout activities for many years.

On Executive Committee

Francis Charles Tomlinson, better known as "Tommy" Tomlinson, an executive committee member, developed his hobby into a thriving business. He has operated a retail estab-

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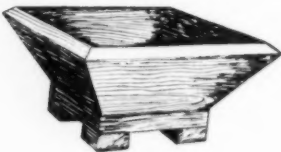
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ishment as Tomlinson's Nursery, at 11758 East Whittier boulevard, Whittier, Calif., since 1930 and also conducts a wholesale business in container stock under the name Select Nurseries, at 12831 East Central avenue, Brea.

Born at Evanston, Wyo., he went with his parents to Whittier, Calif., when he was quite young and attended elementary and high schools there. Then he attended Woodbury Business College and later the University of California at Los Angeles.

During World War I he enlisted in the marines and was stationed at Quantico, Va. After the war he worked in the oil fields at Santa Fe Springs before his horticultural interests took over.

In 1949-1950 Mr. Tomlinson served as president of the Los Angeles chapter of the California Association of Nurserymen, and he has just completed his third year as a member of the executive committee of the California international flower show. He is also a member of the Elks and the Masons, being a past commander of the Whittier commandery and past president of the Whittier Shrine Club.

Mr. Tomlinson is married and has three children—a daughter, Frances, married, and sons Bill, majoring in floriculture at Ohio State University, and Frank, also interested in horticulture.

Ladies' Chairman

Ruth H. Armstrong, ladies' chairman, was born at Glasgow, Mo., spending most of her childhood at Kansas City. She moved with her family to Upland, Calif., in 1914. She is a graduate of Wellesley College, Wellesley, Mass., where she majored in dramatic arts.

Mrs. Armstrong automatically became a part of the nursery industry when she married J. Awdry Armstrong, of Armstrong Nurseries, in 1923. She has raised one daughter, Janetha, and two sons, John A., Jr., and David L., both of whom are active in the management of Armstrong Nurseries. Her hobbies are the drama, music, handwriting analysis and her new granddaughter, Maren Elizabeth, born in April, 1956.

Entertainment Chairman

Manfred Meyberg, chairman of the convention's entertainment committee, is president of Germain's, Los Angeles. Born in the city of Los Angeles, he is a member of a pioneer family, his mother likewise having been born there. His wife, Elza, is also of a pioneer California family.

Both Mr. and Mrs. Meyberg en-

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joy gardening as a hobby. Mrs. Meyberg is chairman of the committee appointed by the Bel-Air Garden Club for a fragrant garden for the blind.

Manfred Meyberg was educated in the public schools of Los Angeles and from his early youth has been in the horticultural field. Starting his career with Germain's in 1904, he has occupied many positions with the firm—from office boy to president.

He has served as president of the Pacific Seedsmen's Association and of the Southern California Horticultural Institute. He is a founder member of the California Seed Association and received an honorary life membership from that association. He is also a founder and honorary member of the Pacific Seedsmen's Association. For a number of years he has been the general chairman of the California international flower show and at the present time is on the advisory board of the Southern California Horticultural Institute.

Mr. Meyberg is an honorary trustee of the Los Angeles County and State Arboretum and a founder member of the Los Angeles Men's Garden Club. He also serves on the advisory board of Los Angeles Beautiful, formed for the purpose of making Los Angeles a more beautiful city.

Heads Welcoming Committee

Prominent among the western group that will be greeting trade members from other parts of the country is David L. Cunningham, vice-president of the California Association of Nurserymen and chairman of the welcoming committee.

Mr. Cunningham came to this country from Bath, England, where he was born and attended Canning's Colleges. His early associations with the horticultural field after leaving college included two years with Walter T. Ware, internationally known wholesale grower, at Inglescombe, near Bath, and one year in the retail florists' and nursery business of Elsom's, at Bath. The latter association was in the nature of an apprenticeship, since he paid as a student to learn properly various phases of the business.

Arriving in this country in 1937, he started to work for Roy F. Wilcox & Co., Montebello, Calif., in 1939 and was sales manager there until 1949, when he joined Descanso Distributors, Inc.

In addition to the state nurserymen's group, Mr. Cunningham has rendered service to several other or-



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ganizations. He is a past president of the Los Angeles chapter of the California Association of Nurserymen, of the Whittier Exchange Club and of the local Potted Plant Growers' Association. For the past 10 years he has been a member of the Sales Executive Club of Los Angeles and for five years has been a member of the Los Angeles Athletic Club.

Mr. Cunningham's wife, Joan, also is from England. They have four children, Jimmy, 12; Susan, 10, Lawrence, 6, and Robert, 4. Their home is on Lido Isle, at Newport Beach.

Mr. Cunningham names a range of hobbies that includes fishing, tennis, archery, swimming, cycling, sailing and scouting, along with gardening.

Decoration Cochairmen

"Ollie" and Verona Weeks, who together conduct the firm of Weeks Wholesale Rose Grower, Ontario, Calif., are cochairmen of the committee in charge of decorations for the national convention. Both are active in the A. A. N. as well as in the California Association of Nurserymen. "Ollie" is a past president of the Los Angeles chapter, C. A. N. Both belong to Executives' Secretaries, Inc., Verona being a past president of the Orange County chapter and currently editor of Ink, national magazine for the group.

O. L. Weeks was born at Rotan, Tex., in 1911. When he was three months old his parents moved to the Imperial valley, in California, and later to Ontario. From his initials, he has been nicknamed "Ollie" since school days. He was attracted to the nursery business early in life, but in 1935 he left that field for 12 years with the citrus-processing industry, being plant superintendent for the Treesweet Products Co., at Santa Ana. The fragrance of the rose overpowered the scent of orange blossoms, he states, and in 1938 he stuck into the ground the few understocks that eventually multiplied into over 100 acres now in commercial rose growing. He and Mrs. Weeks together enjoy music as a hobby.

Verona Weeks, born at Bentonville, Ark., went with her parents to Talbert, Calif., at the age of 7. Her early schooling at Huntington Beach high school was in the field of secretarial and office work. For some years she was in real estate and land title work at Santa Ana, and during the war she held important secretarial posts at the Santa Ana air base.

"Ollie" and Verona were married in 1938. While both held full-time jobs outside the nursery, all spare

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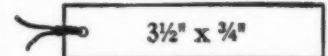
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time was devoted to the development of the rose-growing project started just prior to their marriage. In 1945, both left their jobs and became full-time self-employed nurserymen in the firm of Weeks Wholesale Rose Grower. They have no children.

Juniors' Cochairmen

James A. Gibbs, who with Mrs. Gibbs is directing the juniors' program at Los Angeles, at 32 represents a third-generation Californian and a second-generation nurseryman, having grown up in his father's seed and nursery business at 243 South Main street, in the heart of downtown Los Angeles. He is now general manager of the firm, Winsel-Gibbs Seed & Nursery Co., started in 1887 and still owned by the founder. The nursery part of the business has for some time been conducted on larger acreage in southwest Los Angeles and is primarily retail, carrying general nursery supplies.

Mr. Gibbs served four years overseas in the United States Navy during World War II. He rejoined Winsel-Gibbs in 1947 as assistant manager. The following year he married "the girl next door," and they now have three daughters, 2, 5 and 7 years old. He claims his hobby is trying to get better acquainted with those three lively children.

Having been president of the Sunset chapter of the California Association of Nurserymen, Mr. Gibbs is a member of the state board of directors and is currently serving on the publicity committee of the C. A. N.

Trade Exhibit Planner

Plans for the convention's trade exhibit have been directed by Jim Meadows, Meadows Bros., Altadena, Calif. Mr. Meadows has been active in the Los Angeles chapter of the California Association of Nurserymen, serving for five years on the board of directors and for four of the five years as secretary of the group. Prior to his present connection he was production control manager for the Monrovia Nursery Co., Monrovia.

In 1952 Mr. Meadows formed Jim Meadows Nursery Supplies, and the firm introduced the Taylor electric flat bed trucks designed for nurseries and became west coast and southwest agent for Nursery Metal Pots, Inc., San Francisco, handling Plantainers.

Jim was joined by his brother Dick in 1954 to form the present partnership. Recently a third brother, Bill, joined the firm, and it is interesting to note that the three



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Jim Meadows

are together again after serving four years in the Second Division of the Marine Corps, fighting alike at such places as Guadalcanal, Tarawa, Saipan, Tinian and Okinawa.

Jim and his wife Connie are the parents of three children, Louise; Jimmy, Jr., and Laurie. Golf and hunting are the hobbies Mr. Meadows names.

Handling Transportation

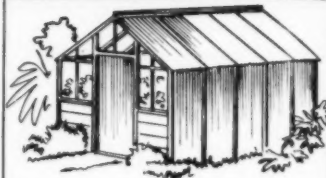
The transportation details for the convention are in the capable hands of John Beach, sales manager for Germain's, at Van Nuys.

Mr. Beach has been in the nursery business for the past 11 years. He has held his present position for five years and prior to that time was a salesman for Rancho Del Descanso, La Canada, and Descanso Distributors, Inc., Chino.

He is the past president of the 20-30 Club of Crescenta Valley and a past member of the Toastmasters' Club. His family consists of his wife; a daughter, 11, and a son, 8. Most of his time is spent in promotion and traveling, he states, but his hobby is gardening, of course.

APPOINTMENT by the Pacific Gamble Robinson Co., Minneapolis, Minn., of Frederick L. Wall III to the flower and nursery department has been announced. Mr. Wall, a recent graduate of the Stockbridge School, University of Massachusetts, is a navy veteran and formerly had been connected with the Supreme Super Markets Flower Shops, at Dorchester, Mass. The department was formerly headed by Daniel Chabot, now sales manager for the midwestern operation, Gamble Robinson Division.

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BOOK REVIEWS

HILLSIDE HOMES

A new edition, enlarged with 100 additional photographs and drawings to accompany the text, of "Ideas for Hillside Homes," has been released by the Lane Publishing Co., producers of Sunset magazine, and a number of garden manuals. The new edition, paper-covered and priced at \$1.50, has 88 pages, with 198 photographs and 102 plans and drawings illustrating successful solutions to hillside building and landscaping problems.

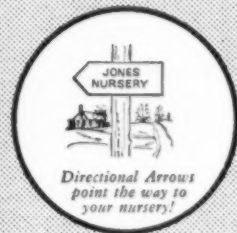
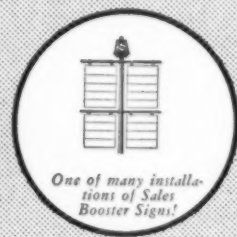
Although many of the homes described emphasize the outdoor living typical of southern California, with open-air decks and other similar features associated primarily with a mild climate, the problems discussed are common to hillsides anywhere in the United States. The book contains much useful information on gardening on a hillside and planting, drainage and soil retention problems in hillside landscaping.

OUTDOOR SPACE FOR LIVING

What the landscape architect seeks to accomplish by his work, using the various materials at his command, including, of course, the nurseryman's plants, is given a broad survey, with frequent pauses for detailed inspection of special problems, in a new volume, "The Art of Home Landscaping," by Garrett Eckbo. Probably not all nurserymen will desire to master all the theory and techniques expounded by this writer in his latest book. But the relationship between the producer and user of nursery material seems so close that knowledge of the skills of the one held by the other is always likely to be rewarding. The author of this book, published by the F. W. Dodge Corp. and priced at \$5.95, does not stint on the amount of data and ideas which he offers readers.

Although the book is planned primarily for the new home buyer or builder, the nurseryman can find in it material which can help him to recognize the needs of his customers and to develop greater appreciation for the values of his own products. Among the detailed topics after preliminary discussions of planning, scheduling work and preparing foundations come other vital matters in which plantings play a part, such as obtaining privacy, meeting climate difficulties, separating utility and recreational areas, maintaining

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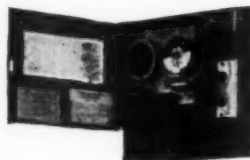
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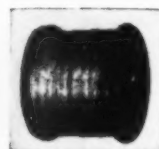
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neighborhood character and treating irregular lots and slopes. One chapter is devoted solely to the subject of plants and planting from the landscape point of view. The text is vastly enhanced by a great number of reproductions of photographs and specially prepared drawings. There are 278 pages in the book, including a bibliography and index.

This is Garrett Eckbo's second book, his first being a professional-level work on landscape architecture. In addition, as many in the trade know, he has written extensively for magazines and professional journals. His career as a landscape architect has covered 20 years and he has designed the outdoor portions of many homes, housing projects, schools, community centers, hospitals and fair buildings. Since 1945 he has been a partner in the firm of Eckbo, Royston & Williams, landscape architects and planning consultants, with offices at Los Angeles and San Francisco, Calif.

LAWN PLANTING HANDBOOK

An over-all landscaping project may not be one that even an avid do-it-yourselfer will undertake, yet where the task is well depicted in its various parts and a practical integrating approach is also provided, the job will appear easier for the average person and the outcome will be happier. Both of these helpful achievements seem to be reached in a new book, "Lawns and Landscaping," by Thomas H. Everett, published as one of the do-it-yourself series of Arco Publishing Co., Inc. The handbook, in stiff covers, is offered for sale at \$2.

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Curator of education and horticulturist at the New York Botanical Garden, Thomas Everett has had many years' experience in giving assistance to gardeners and in conducting gardening work himself and is the author of several other books on plants and gardening. The text in this new volume is written for ease of understanding and given still

greater value by the free use of process-depicting illustrations. There are 273 reproductions of photographs, taken largely by the author, and 30 drawings in the 144 pages of text, all of excellent character for the purpose of instruction.

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aspects which are part of every landscape endeavor. The greater part of the text is given to lawn making and maintenance, from conditioning the soil, through grading, drainage, the various planting techniques, special location problems, insects and diseases of turf, mowing and renovating. The final four chapters contain the more general landscaping material, on gardens, boundaries, foundation planting and trees.

McCURDY NURSERIES' PLANS

McCurdy Bros. Nurseries, Manton, Mich., recently completed seedling beds for the 1958 season. According to Gordon McCurdy, a total of 210 4x530-foot beds of Scotch, Austrian and red pines, as well as various spruces and firs, is included in the areas seeded at Wellston and Mesick, Mich.

A dam has been constructed to supply water for the nursery at Mesick, and a new irrigation system of more than 5,000 feet has been constructed. Plans at present call for at least doubling the size of the irrigation system this fall and next spring. Planned for construction this summer are a large tool warehouse, fertilizer storage, cold storage and equipment repair buildings.

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CHEAP SOIL MIXER

Impressive savings of time and labor in the preparation of experimental greenhouse soils, by the use of a portable sifter-mixer fashioned of scrap materials by researchers at the Aberdeen branch station, are reported by the Idaho agricultural experiment station, Moscow, Ida.

Principal part of the machine is a barrel from an old potato washer. Four square holes, cut into the sides, allow the mixed soil to sift out as the barrel is turned by a 1-horsepower motor.

Before adoption of the machine, two men required 10 days or more to mix and sift the 15 to 20 yards of special soil mixes needed for experimental purposes. The rig now does a better job in less than two days, the station researchers say.

H. W. D.

PLANTING LINERS

The difficulties involved on reforestation projects when machine planting, in setting tree seedlings at the depth at which they grew previously in the nursery prompted a 3-year study by the department of research, North Carolina agricultural experiment station, Raleigh, N. C. Two exploratory and two main experiments were conducted to determine rates of survival and growth when planting at various depths; 1-0 loblolly pine seedlings were used; all plantings were made on well-drained upland piedmont soils. In controlled experiments, Prof. G. K. Slocum and T. E. Maki, school of forestry, North Carolina State College, Raleigh, planted the seedlings with one quarter of the stem buried; one half of the stem buried; three quarters of the stem buried, and with one quarter of the root system exposed.

Results indicated that survival was not adversely affected by any length of stem buried. Those seedlings with one quarter of the root system exposed, however, did show significantly greater mortality and made less height growth. Height growth appeared to be stimulated in all the

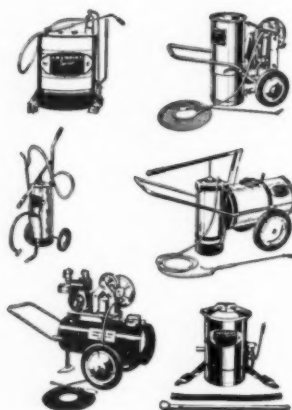
deep-planted seedlings during the 2-year period after planting. Pond, Virginia and short-leaved pines showed similar growth responses to deep planting.

The professors found that the degree of stem burial had no effect on the original root system. No new rootlets developed above the root collar on the buried stem. The deeply buried roots did not die.

The North Carolina study would

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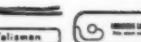
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indicate that loblolly pine may be benefited by deep planting on well-drained sites where the chance of forming U roots from either machine or hand planting is remote.

The findings of this investigation may have some practical application in the ornamental nursery trade where deep planting of liners may be necessary for adequate supplies of moisture for plant growth, either in summer, when the surface

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ground levels are hot and dry, or in winter, when the topsoil layer is frozen. The latter may be especially true with unmulched coniferous or broad-leaved evergreen stock.

H. W. D.

CONTAINER STOCK

[Concluded from page 110]

centage of survival and amount of subsequent top growth, and contingent upon the maintenance of adequate fertility during the growing season prior to being overwintered and the geographical location where the winters are similar to those at Columbus, O., it appears that at least seven of those plants used in the test could be overwintered by any of the five methods employed. They are: *Forsythia intermedia spectabilis*; *Juniperus chinensis* Armstrong; *Juniperus chinensis* Hetz; *Kerria japonica*; *Ligustrum obtusifolium* Vicary; *Lonicera japonica chinensis* and *Taxus cuspidata*.

Those plant types that may survive the winters best by placing mulch around the containers include: *Abelia grandiflora*, *Deutzia gracilis*, *Liquidambar styraciflua*, *Pyracantha coccinea* Laland and *Syringa vulgaris*.

Similar protection tests have been

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set up for the winter of 1955-56 which should provide more information about suitable methods of overwintering container-grown nursery stock.

With these five years of growing ornamental trees and shrubs experimentally in containers, there seems little doubt that this is an entirely feasible method of producing nursery stock in the north central states.

B. C. HAYS has disposed of his nursery interests at Wynnewood, Okla., operated as the Hays Nursery Co., to the Higdon Nursery Co., Oklahoma City, Okla., and has moved to Durant, Okla., where he is now working with the Durant Nursery Co.

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Fine New Introductions NEW CARYOPTERIS, HEAVENLY BLUE

(Plant Pat. No. 1091)

A delightful deep blue, autumn-flowering shrub. It is the dark blue form of Caryopteris Blue Mist, which Wayside Gardens introduced several years ago. Heavenly Blue is our own origination; the result of crosses and selections made at Mentor.

Upright in growth, mature plants are about 15 to 18 inches in diameter and 18 to 24 inches tall. One shrub will produce 30 or more beautiful, deep blue flower spikes.

Heavenly Blue does best in a light soil, the sandier the better, and it must have full sun. This handsome shrub grows to perfection in a warm, dry, sunny spot.

Wholesale prices: Three \$2.75;
Doz. \$8.50; 100 \$60.00

Our retail prices: Each \$2.00;
Three \$5.75; Doz. \$20.00



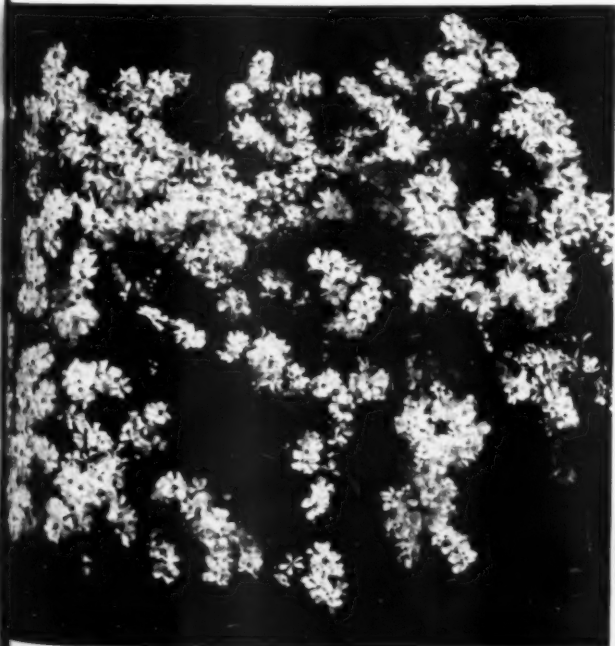
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(Plant Pat. Applied for)

A new small, compact shrub, very bushy in habit and not over 4 feet in height. Perfect for the modern small garden. It does not grow out of bounds. In late April and through early May, it is covered with a wealth of flowers. The drooping racemes of pure white flowers are preceded by round, pure white buds resembling pearls. We know of no shrub which remains handsome and in flower as long as Exochorda, The Bride. Our stock is still quite limited. We offer 2- to 3-foot flowering plants.

Each \$4.00; Three \$11.00; Doz. \$40.00



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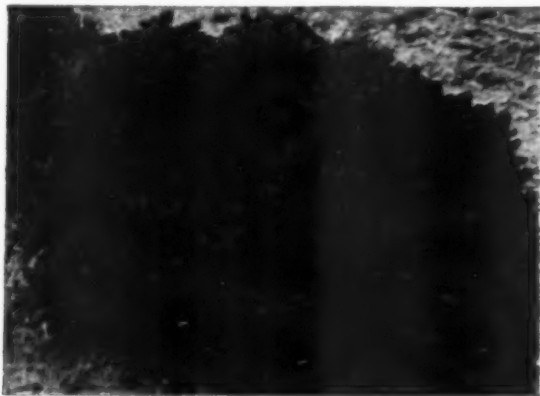
NEW UPRIGHT CYDONIA, SPITFIRE

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Here is a fine, early-flowering shrub with excellent habit. It grows upright to about 6 to 7 feet when mature, although it may be held down to 4 or 5 feet by topping; side pruning is not necessary. The flowers are large and of deepest crimson-red. Upright stems are covered with blooms from the ground up. Spitfire Cydonia creates a brilliant effect when used for a hedge. Mature plants are only 2 feet across, making them excellent for hedges or as a specimen where space is limited. No flower buds have ever been killed nor has there been any damage from frost to the wood in temperatures as low as 15 degrees below zero. We offer plants about 3 feet tall, ready to bloom.

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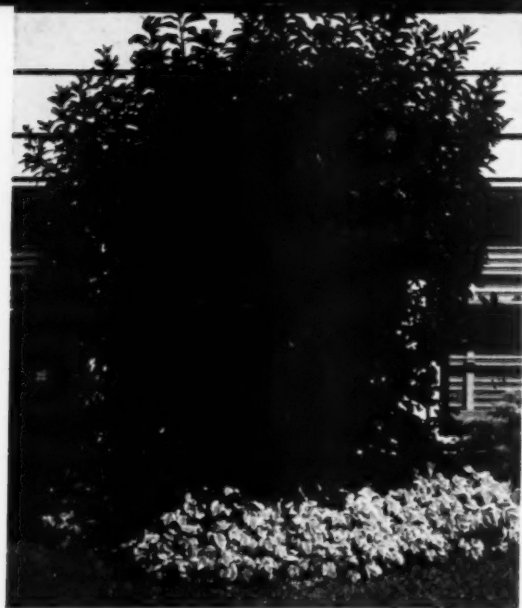
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